

**SEARCH REQUEST FORM**

Scientific and Technical Information Center

6A37

Requester's Full Name: Greg Strimbu Examiner #: 73959 Date: 7/29/02  
 Art Unit: 3634 Phone Number 305-3979 Serial Number: 09/705,152  
 Mail Box and Bldg/Room Location: \_\_\_\_\_ Results Format Preferred (circle) PAPER DISK E-MAIL

**If more than one search is submitted, please prioritize searches in order of need.**

\*\*\*\*\*

Please provide a detailed statement of the search topic, and describe as specifically as possible the subject matter to be searched. Include the elected species or structures, keywords, synonyms, acronyms, and registry numbers, and combine with the concept or utility of the invention. Define any terms that may have a special meaning. Give examples or relevant citations, authors, etc, if known. Please attach a copy of the cover sheet, pertinent claims, and abstract.

Title of Invention: Indicia device for turnstile and method of use

Inventors (please provide full names): Martin Hering

Earliest Priority Filing Date: 2/1/94

*\*For Sequence Searches Only\* Please include all pertinent information (parent, child, divisional, or issued patent numbers) along with the appropriate serial number.*

Turnstile having a sleeve which slides onto the arms of the turnstile for advertising.

**STAFF USE ONLY****Type of Search****Vendors and cost where applicable**

Searcher: _____	NA Sequence (#) _____	STN _____
Searcher Phone #: <u>Ref</u>	AA Sequence (#) _____	Dialog <input checked="" type="checkbox"/>
Searcher Location: _____	Structure (#) _____	Questel/Orbit <input checked="" type="checkbox"/>
Date Searcher Picked Up: _____	Bibliographic <input checked="" type="checkbox"/>	Dr. Link <input checked="" type="checkbox"/>
Date Completed: <u>7/29/02</u>	Litigation _____	Lexis/Nexis _____
Searcher Prep & Review Time: _____	Fulltext _____	Sequence Systems _____
Clerical Prep Time: _____	Patent Family _____	WWW/Internet _____
Online Time: _____	Other _____	Other (specify) _____

September 23, 1991, Southwest Edition

SECTION: BACK TALK

LENGTH: 853 words

HEADLINE: McCrary's Method: Taking It to the Street

BYLINE: BY RUSS PATE

HIGHLIGHT: Next month, says columnist Russ Pate, Mark McCrary will unveil Event TV.

BODY:

Calling Mark McCrary a main in motion amounts to more than a figure of speech. The 33-year-old founder and president of Motion Graphics is moving forward with innovative ways to bring together advertisers and consumers.

In an era where the efficacy of traditional media is being challenged and marketers are exploring alternatives, McCrary makes a persuasive pitch for mobile advertising and promotion. He wants advertisers to put their money where consumers' mouths are.

One of McCrary's brainstormers, a \$2-million bells-and-whistles mobile billboard called Big Mo, has spent the summer with Gloria Estefan's "Into the Light" U.S. tour. Bacardi Breezer, title sponsor of the tour, uses the state-of-the-art Sony Jumbotron videoscreen not only to promote the songstress' performances but also to push don't-drink-and-drive and drink-in-moderation PSAs.

Later this month at the Texas State Fair, McCrary will unveil his most ambitious concept to date: Event TV. Motion Graphics, in effect, will provide fair officials with their own closed-circuit TV network. Programming, produced by Motion Graphics and presented on oversized indoor videoscreens, outdoor video towers, and the ubiquitous Big Mo, will include everything from event schedules to taped highlights of the livestock judging or pie-baking contest. Boy howdy.

The millions of Texans clicking the **turnstiles** will also be treated -- if that's that right word -- to commercials and infomercials courtesy of **advertisers** like Ford Trucks, Mitsubishi, Circuit City, MCI and Sony. Title sponsor Pepsi will get to apply the tag "Pepsi Video Network" to the whole shebang.

McCrary, naturally, sees the situation as win-win. A win for fairgoers who will receive up-to-the-minute information about fair activities and special events; a win for advertisers who've paid between \$20,000 and \$70,000 for the privilege, as McCrary puts it, of using "a compelling medium to reach a very positive audience."

(Assuming a large group of Texans could be called such a thing.)

McCrary has a found an emerging, able-to-allocate-ad-dollars audience among marketers seeking product exposure and trial in venues ranging from rock concerts and sporting events to major trade conventions. Anyplace your basic six-figures crowd gathers. With a fleet of 20 promotional vehicles (PVs), McCrary also can satisfy marketers looking for promotional help with small, targeted groups gathered at the grocery store, church, school or mall.

It's not that McCrary's 5-year-old, Addison, Texas-based company (1991 revenues: \$3 million) hasn't had to deal with resistance in the marketplace -- some of it from the internal politics over which marketing budgets to draw down. (Clients, for the uninitiated, have had some terrific tug-of-wars to protect their own budgets and turf.)

And some resistance, naturally, has to do with unfamiliarity with the product. "It's a common reflex in the ad community to assume that anything new and non-traditional is a risky buy. The real truth is that traditional media is a

risky buy," McCrary says, pointing to clutter, market fragmentation, imprecise measurement, escalating cost and lack of control.

"My premise is simple. Advertising dollars spent on traditional media are not as effective as ad dollars spent on well-placed, well-designed non-traditional media," he maintains. "In my opinion, the smart, advertiser of the 1990s will be the one who realizes that an evenly divided basket of traditional and non-traditional media is much better than a basket of traditional media only."

McCrary, an East Texas (Winnsboro) native and TCU graduate, got his first exposure to advertising in the early 1980s, working in billboard space sales for Texas Advertising in Arlington. He learned the three keys to the billboard business -- location, location, location -- and discovered his own secret formula for success: lease the darn thing before you build it.

McCrary later formed his own billboard company, Venture Outdoor Advertising, which owned roughly 70 boards, principally on the periphery of the Dallas-Fort Worth metropolitan area when he sold out to Whiteco. He plowed the proceeds into Motion Graphics.

The billboard experience convinced McCrary of the potential in outdoor marketing. He began drafting plans for the prototype of his promotional vehicle -- one that would give advertisers the flexibility to appear in one location one day, another the next. One that could target an advertiser's customers -- be they at the beach or the gym. One that would allow advertisers to conduct product sampling or couponing at the point-of-sale.

"With our unique fleet of trucks, we are a tactical marketing tool that provides mobile advertising and mobile promotional services," says McCrary. "Marketers want advertising and promotion to work synergistically. That is the concept of what I did."

Calling Mark McCrary a man in motion may suffice for now. But as his fleet of PVs expands, as Big Mo rolls and as media buyers become familiar with Event TV -- we may have to call him something else.

Maybe big wheel.

Copyright 1981 The New York Times Company  
The New York Times

March 16, 1981, Monday, Late City Final Edition

SECTION: Section A; Page 22, Column 4; Editorial Desk

LENGTH: 432 words

HEADLINE: TO RESUSCITATE THE SUBWAYS

BODY:

To the Editor:

A prediction: with another fare increase, subway ridership will go down. It happens every time. Fewer riders pay higher fares for less service, more businesses suffer, more New Yorkers abandon their city and an ever greater strain is placed on slow surface traffic.

In order to keep and attract customers, the subways need desperately to be made safer, cleaner and more efficient. It can be done.

Start by recycling existing resources:

- \* Release the legion of token sellers from their nonproductive paperwork by instituting exact-fare rides. Assign them instead to teams headed by a station master.

- \* That station master would be responsible for deploying his/her team to best advantage, e.g., assisting passengers, seeing that laws are obeyed, reprimanding unruly children and doing preventive maintenance and housekeeping chores.

- \* To eliminate much of the filth on platforms, on tracks and in cars, prohibit smoking, eating and drinking beyond turnstiles.

- \* Install benches on both sides of the turnstiles to encourage people to wait for trains in safe, comfortable and well-lit areas. This is particularly applicable to the IND line, where service is spotty and stations are cavernous.

- \* Post maps and other information at **turnstiles**. **Advertisers** could vie for space on boards displaying a clock, schedules and directional guides.

- \* Convert a station's main token booth into a mini-communications center, where the station master on duty could keep track of train delays and post such information. Schedules at turnstiles would allow people to time their travels and avoid long waits on often scary, cold, benchless platforms.

- \* Solicit the cooperation of business. Staggered working hours relieve rush-hour congestion. Attractive advertising space for local merchants, galleries, theaters and restaurants could help pay for station upkeep. (In residential areas, provide bulletin boards where residents could post notices for music lessons, baby sitting, community meetings, etc.)

- \* Teams at best-run, most innovative stations would receive wellpublicized accolades from the Mayor (they could even be feted by local merchants) and earn extra time-off credits.

The trains themselves are a whole other story. Surely there's no excuse for grime-coated trains leaving their barns with broken lights and without proper destination signs. Fancy, overly automated, easily broken equipment has proved extravagant and wasteful. Those responsible for purchasing new equipment should remember that very often less is more.

JEAN E. HURLEY, New York, March 10, 1981

DATE: JULY 24, 2002

CLIENT: STRIMBU  
LIBRARY: NEWS  
FILE: CURNWS

YOUR SEARCH REQUEST IS:  
(TURNSTILE OR TURN STILE) W/7 (AD OR ADVERTI!)

NUMBER OF STORIES FOUND WITH YOUR REQUEST THROUGH:  
LEVEL 1... 34

January 1, 2001

SECTION: MARKETING AND SALES; Pg.26

LENGTH: 425 words

BYLINE: Ellen Liburt

BODY: TURNSTILE AD SPIN: HEY, GIVE IT A WHIRL

*Inventor*

Entry Media counts almost 20 newspapers among its clients

To everything there is a season (turn, turn, turn) ... and a time for every purpose (turn, turn, turn) -- and that includes **advertising**, judging by **Turnstile AdSleeve** Armcovers, a "revolutionary" branding tool nearly 20 newspapers have worked into their imaging strategies at entertainment arenas nationwide.

Martin Hering, president of Entry Media Inc. in Winter Park, Fla., was waiting to meet a friend at the entrance of an Orlando Magic

basketball game in 1992 when he noticed that most people glance down at turnstiles before passing through, inspiring his idea for the patented, plastic tubes that fit over turnstile arms, displaying a sponsor's color ads. Explaining that sponsors use AdSleeves to "tie in" with the enthusiasm sports fans feel when they watch their teams play, Hering, 40, said a market study he commissioned showed fans remember these ads up to 1,500% more than other forms of arena advertising. AdSleeves are in use at almost 100 U.S. venues. Entry Media receives fees based on attendance.

Manager of Special Events Glenn Drosendahl at the Seattle Post-Intelligencer said that securing the scoreboard and turnstiles at the Mariners' Safeco Field has given the P-I "pretty much blanket coverage of the whole baseball experience for people in Seattle."

"When we saw the turnstiles, we thought it was fabulous reinforcement of the newspaper itself because it looks like a rolled newspaper," said Consumer Marketing Manager Nancy Long of the St. Louis Post-Dispatch, which uses them at the Rams' TWA Dome, Savis Center, the Cardinals' Busch Stadium, and Six Flags amusement park. Long said she appreciates the "added value" of advertising at sports venues that host other events.

Promotion Director Gari Brindle said the primary reason The Philadelphia Inquirer, Daily News, and philly.com (which are promoted at the 76ers' First Union Center and the Flyers' First Union Spectrum) use **turnstiles** is "to reach readers -- and readers are **advertisers**. The people who read us are also deciding to purchase advertising with us."

Andrew Rothstein, manager of marketing promotions for New York's Newsday, noted that the AdSleeves -- used as part of a "tiered approach" at Nassau Coliseum, Long Island Ducks EAB Park, and Hofstra (University) Arena -- offer a bonus when games are televised because the establishing shot is usually of fans entering a venue through turnstiles, so "we've gotten good play from that."

LOAD-DATE: January 8, 2001

**4/3,K/1 (Item 1 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

(c) 2002 ProQuest Info&amp;Learning. All rts. reserv.

01434520 00-85507

**I survived an upgrade**

Williams, Dean D

Security Management v41n6 PP: 65-71 Jun 1997

ISSN: 0145-9406 JRNL CODE: SEM

WORD COUNT: 3077

...TEXT: that takes about twenty minutes-to reconfigure the problem reader. During this time, the inoperable **\*\*turnstile\*\*** is closed with an "out of order" **\*\*sign\*\*** and employees must enter or exit through the remaining two turnstiles. (Only those employees who...

**4/3,K/2 (Item 2 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

(c) 2002 ProQuest Info&amp;Learning. All rts. reserv.

00766356 94-15748

**NYCTA invests for growth**

Miller, Luther S

Railway Age v194n9 PP: 83-88 Sep 1993

ISSN: 0033-8826 JRNL CODE: RAA

WORD COUNT: 1472

...TEXT: Fare control areas will be secured with floor-to-ceiling railings and fare-abuse-resistant **\*\*turnstiles\*\***.

"Clearly written, well-located, and readable **\*\*signs\*\*** augmented by real-time service information displays will convey the message to customers that the...

**4/3,K/3 (Item 3 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

(c) 2002 ProQuest Info&amp;Learning. All rts. reserv.

00694685 93-43906

**Newstrack**

Anonymous

Communications of the ACM v36n4 PP: 13-14 Apr 1993

ISSN: 0001-0782 JRNL CODE: ACM

WORD COUNT: 1076

...TEXT: the lift, the skier passes his or her arm over a magnetic reader at the **\*\*turnstile\*\***. The watch can be read through parka **\*\*sleeves\*\*** and gloves and withstand the most embarrassing tumbles.

**4/3,K/4 (Item 1 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2002 The Gale Group. All rts. reserv.

08201187 Supplier Number: 68874709 (USE FORMAT 7 FOR FULLTEXT)

**\*\*TURNSTILE\*\* \*\*AD\*\* SPIN: HEY, GIVE IT A WHIRL.(newspapers \*\*advertise\*\* on \*\*Turnstile\*\* Ad Sleeve Armcovers produces by Entry Media Inc.)(Brief Article)(Statistical Data Included)**

Liburt, Ellen

Editor &amp; Publisher, p26

Jan 1, 2001

Language: English Record Type: Fulltext  
 Article Type: Brief Article; Statistical Data Included  
 Document Type: Magazine/Journal; General  
 Word Count: 418

**\*\*TURNSTILE\*\* \*\*AD\*\* SPIN: HEY, GIVE IT A WHIRL.(newspapers \*\*advertise\*\*  
 on \*\*Turnstile\*\* AdSleeve Armcovers produces by Entry Media Inc.)(Brief  
 Article)(Statistical Data Included)**

... turn, turn, turn) ... and a time for every purpose (turn, turn,  
 turn) -- and that includes \*\*advertising\*\*, judging by \*\*Turnstile\*\*  
 AdSleeve Armcovers, a "revolutionary" branding tool nearly 20 newspapers  
 have worked into their imaging strategies...

...are promoted at the 76ers' First Union Center and the Flyers' First  
 Union Spectrum) use \*\*turnstiles\*\* is "to reach readers -- and readers are  
 \*\*advertisers\*\*. The people who read us are also deciding to purchase  
 advertising with us."

Andrew Rothstein...

**4/3,K/5 (Item 2 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)  
 (c) 2002 The Gale Group. All rts. reserv.

03645983 Supplier Number: 45145034  
**\*\*Turnstiles\*\* new site for \*\*advertising\*\***  
 Orlando Sentinel (FL), pB1  
 Nov 17, 1994  
 Language: English Record Type: Abstract  
 Document Type: Newspaper; Trade

**\*\*Turnstiles\*\* new site for \*\*advertising\*\***

ABSTRACT:

Entry Media (Orlando, FL) has been formed to place \*\*advertising\*\* on  
 \*\*turnstiles\*\* in public arenas. The company, founded by Martin Hering,  
 expects to sign a contract with...

**4/3,K/6 (Item 3 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)  
 (c) 2002 The Gale Group. All rts. reserv.

03520698 Supplier Number: 44933629 (USE FORMAT 7 FOR FULLTEXT)  
**AdSleeves make \*\*turnstiles\*\* a successful \*\*ad\*\* medium**  
 Advertising Age, v0, n0, p34  
 August 22, 1994  
 Language: English Record Type: Fulltext  
 Document Type: Magazine/Journal; Tabloid; Trade  
 Word Count: 282

**AdSleeves make \*\*turnstiles\*\* a successful \*\*ad\*\* medium**

... s Tinker Field on May 9, Michael Jordan wasn't the only attraction  
 turning heads.

**\*\*Turnstile\*\* AdSleeves**, the newest \*\*advertising\*\* medium to spin  
 into ballparks, premiered at the Orlando Cubs AA stadium.

Roger Wexelberg, team general manager, said he sees \*\*turnstile\*\* ads  
 as another avenue of \*\*advertising\*\* at the ballpark. 'Stadiums need new  
 means of advertising because there are only so many...

...Tinker Field, fans give their tickets to stadium attendants and - as  
 they push through the \*\*turnstile\*\* - touch \*\*advertising\*\* for the Orlando  
 Sentinel newspaper.



AdSleeves are clear plastic tubes that fit over **\*\*turnstile\*\*** arms and contain a color **\*\*advertisement\*\*** with a company logo.

Martin Hering, president of Orlando-based Entry Media, the maker of...

...450 per 500,000 people entering the stadium.

Earlier this year, Entry Media tested the **\*\*turnstile\*\*** **\*\*advertising\*\*** at the Daytona Beach (Fla.) Ocean Center, where the International Hockey League's Sun Devils...

**4/3,K/7 (Item 4 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2002 The Gale Group. All rts. reserv.

02851815 Supplier Number: 43839053 (USE FORMAT 7 FOR FULLTEXT)

**Milwaukee Wave Sets NPSL Attendance Mark**

Amusement Business, p18

May 16, 1993

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 893

... also a member of the MSL last year, dropped 55,313 from their '91-'92 **\*\*turnstile\*\*** count.

'We spent less money on **\*\*advertising\*\*** and put more people in the seats,' reported Chuck Murr, public relations director for the...

**4/3,K/8 (Item 1 from file: 18)**

DIALOG(R)File 18:Gale Group F&S Index(R)

(c) 2002 The Gale Group. All rts. reserv.

04400896 Supplier Number: 68874709

**\*\*TURNSTILE\*\* \*\*AD\*\* SPIN: HEY, GIVE IT A WHIRL.(newspapers \*\*advertise\*\* on \*\*Turnstile\*\* AdSleeve Armcovers produces by Entry Media Inc.)(Brief Article)(Statistical Data Included)**

Liburt, Ellen

Editor & Publisher, p26

Jan 1, 2001

ISSN: 0013-094X

Language: English Record Type: Citation

Article Type: Brief Article Statistical Data Included

Document Type: Magazine/Journal; General

**\*\*TURNSTILE\*\* \*\*AD\*\* SPIN: HEY, GIVE IT A WHIRL.(newspapers \*\*advertise\*\* on \*\*Turnstile\*\* AdSleeve Armcovers produces by Entry Media Inc.)(Brief Article)(Statistical Data Included)**

**4/3,K/9 (Item 2 from file: 18)**

DIALOG(R)File 18:Gale Group F&S Index(R)

(c) 2002 The Gale Group. All rts. reserv.

02394218 Supplier Number: 45145034

**\*\*Turnstiles\*\* new site for \*\*advertising\*\***

Orlando Sentinel (FL), pB1

Nov 17, 1994

ISSN: 0744-6055

Language: English Record Type: Abstract

Document Type: Newspaper; Trade

**\*\*Turnstiles\*\* new site for \*\*advertising\*\***

## ABSTRACT:

Entry Media (Orlando, FL) has been formed to place **\*\*advertising\*\*** on **\*\*turnstiles\*\*** in public arenas. The company, founded by Martin Hering, expects to sign a contract with...

**4/3,K/10 (Item 1 from file: 20)**

DIALOG(R)File 20:Dialog Global Reporter  
(c) 2002 The Dialog Corp. All rts. reserv.

17252304 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**For the Record**

ADVERTISING AGE, p46

June 11, 2001

JOURNAL CODE: WCAA LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 870

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... section in Turnstile's Golfweek called Golf Style. Henry Robinson, publisher of Golf & Travel, becomes **\*\*advertising\*\*** director at Golfweek, a new post. **\*\*Turnstile\*\*** Chairman Rance Crain is also president of Crain Communications and editor in chief of Advertising...

**4/3,K/11 (Item 1 from file: 47)**

DIALOG(R)File 47:Gale Group Magazine DB(TM)  
(c) 2002 The Gale group. All rts. reserv.

03959493 SUPPLIER NUMBER: 14430551 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**NYCTA invests for growth: a new \$7.4 billion capital program will seek to bring back riders who have defected. (New York, New York City Transit Authority)**

Miller, Luther S.

Railway Age, v194, n9, p83(4)

Sept, 1993

ISSN: 0033-8826 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 1635 LINE COUNT: 00123

... Fare control areas will be secured with floor-to-ceiling railings and fare-abuse-resistant **\*\*turnstiles\*\***.

"Clearly written, well-located, and readable **\*\*signs\*\*** augmented by real-time service information displays will convey the message to customers that the...

**4/3,K/12 (Item 2 from file: 47)**

DIALOG(R)File 47:Gale Group Magazine DB(TM)  
(c) 2002 The Gale group. All rts. reserv.

03398829 SUPPLIER NUMBER: 09074891 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**South Africa: the truth is bad enough.**

Franklin, Betty

Forbes, v145, n11, p106(6)

May 28, 1990

CODEN: FORBA ISSN: 0015-6914 LANGUAGE: ENGLISH RECORD TYPE:

FULLTEXT

WORD COUNT: 4391 LINE COUNT: 00316

... high-tech security. One signs in and goes through electronic devices or through electronically controlled **\*\*turnstiles\*\***. There are security guards at the **\*\*sign\*\***-in point and at the **\*\*turnstile\*\***. Security must be a booming business.

On my way into a supermarket, my purse sets...

4/3,K/13 (Item 1 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.  
(c) 2002 The Gale Group. All rts. reserv.

05628228 SUPPLIER NUMBER: 68874709

**\*\*TURNSTILE\*\* \*\*AD\*\* SPIN: HEY, GIVE IT A WHIRL.(newspapers \*\*advertise\*\*  
on \*\*Turnstile\*\* AdSleeve Armcovers produces by Entry Media Inc.)(Brief  
Article)(Statistical Data Included)**

Liburt, Ellen  
Editor & Publisher, 26

Jan 1, 2001

DOCUMENT TYPE: Brief Article Statistical Data Included ISSN: 0013-094X

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 418 LINE COUNT: 00036

**\*\*TURNSTILE\*\* \*\*AD\*\* SPIN: HEY, GIVE IT A WHIRL.(newspapers \*\*advertise\*\*  
on \*\*Turnstile\*\* AdSleeve Armcovers produces by Entry Media Inc.)(Brief  
Article)(Statistical Data Included)**

... turn, turn, turn) ... and a time for every purpose (turn, turn,  
turn) -- and that includes \*\*advertising\*\*, judging by \*\*Turnstile\*\*  
AdSleeve Armcovers, a "revolutionary" branding tool nearly 20 newspapers  
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...are promoted at the 76ers' First Union Center and the Flyers' First  
Union Spectrum) use \*\*turnstiles\*\* is "to reach readers -- and readers are  
\*\*advertisers\*\*. The people who read us are also deciding to purchase  
advertising with us."

Andrew Rothstein...

4/3,K/14 (Item 2 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.  
(c) 2002 The Gale Group. All rts. reserv.

05373801 SUPPLIER NUMBER: 59013364

**CRIME NEWS AND THE PRIMING OF RACIAL ATTITUDES DURING EVALUATIONS OF THE  
PRESIDENT.**

VALENTINO, NICHOLAS A.  
Public Opinion Quarterly, 63, 3, 293  
Fall, 1999

ISSN: 0033-362X LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 10729 LINE COUNT: 00958

... primed by media exposure. In an experiment, subjects who viewed  
news coverage about the Bush "\*\*\*turnstile\*\*\*" \*\*ad\*\* were much more likely  
to employ existing racial prejudices in opinions about racial policies than  
...

4/3,K/15 (Item 3 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.  
(c) 2002 The Gale Group. All rts. reserv.

03419896 SUPPLIER NUMBER: 15762012

**\*\*Ad\*\* \*\*Sleeves\*\* make \*\*turnstiles\*\* a successful \*\*ad\*\* medium. (plastic  
\*\*sleeves\*\* bearing corporate \*\*logos\*\* fit over \*\*turnstile\*\* arms)  
(Brief Article)**

Rickard, Leah  
Advertising Age, v65, n35, p34(1)  
August 22, 1994

DOCUMENT TYPE: Brief Article      ISSN: 0001-8899      LANGUAGE: English  
 RECORD TYPE: Citation

**\*\*Ad\*\* \*\*Sleeves\*\* make \*\*turnstiles\*\* a succ ssful \*\*ad\*\* medium. (plastic  
 \*\*sleeves\*\* bearing corporate \*\*logos\*\* fit over \*\*turnstile\*\* arms)  
 (Brief Article)**

**4/3,K/16      (Item 4 from file: 88)**  
 DIALOG(R)File 88:Gale Group Business A.R.T.S.  
 (c) 2002 The Gale Group. All rts. reserv.

03173267      SUPPLIER NUMBER: 13721135  
**Newstrack.**  
 Communications of the ACM, v36, n4, p13(2)  
 April, 1993  
 ISSN: 0001-0782      LANGUAGE: English      RECORD TYPE: Fulltext  
 WORD COUNT: 1032      LINE COUNT: 00095

... the lift, the skier passes his or her arm over a magnetic reader at  
 the **\*\*turnstile\*\***. The watch can be read through parka **\*\*sleeves\*\*** and  
 gloves and withstand the most embarrassing tumbles.

**4/3,K/17      (Item 5 from file: 88)**  
 DIALOG(R)File 88:Gale Group Business A.R.T.S.  
 (c) 2002 The Gale Group. All rts. reserv.

02449953      SUPPLIER NUMBER: 09074891  
**South Africa: the truth is bad enough.**  
 Franklin, Betty  
 Forbes, v145, n11, p106(6)  
 May 28, 1990  
 CODEN: FORBA      ISSN: 0015-6914      LANGUAGE: English      RECORD TYPE:  
 Fulltext  
 WORD COUNT: 4324      LINE COUNT: 00316

... high-tech security. One signs in and goes through electronic  
 devices or through electronically controlled **\*\*turnstiles\*\***. There are  
 security guards at the **\*\*sign\*\***-in point and at the **\*\*turnstile\*\***. Security  
 must be a booming business.  
 On my way into a supermarket, my purse sets...

**4/3,K/18      (Item 1 from file: 141)**  
 DIALOG(R)File 141:Readers Guide  
 (c) 2002 The HW Wilson Co. All rts. reserv.

01007150      H.W. WILSON RECORD NUMBER: BRGA87007150  
**Cut and recover.**  
 AUGMENTED TITLE: Forest Hill Station  
 Brenner, Douglas.  
 Architectural Record (Archit Rec) v. 175 (Jan. '87) p. 68-71

...ABSTRACT: the inbound platform, and inside the station they installed a  
 new ticket booth and new **\*\*turnstiles\*\***, lighting, and **\*\*signs\*\*** that are  
 modern but aren't detractions from the hall's Old-World grandeur.

**4/3,K/19      (Item 1 from file: 148)**  
 DIALOG(R)File 148:Gale Group Trade & Industry DB  
 (c)2002 The Gale Group. All rts. reserv.

13490488 SUPPLIER NUMBER: 75286805 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Sports Stadiums Go for Turnstile Sponsors.(Brief Article)**  
 Cassidy, Hilary  
 Brandweek, 42, 22, 36  
 May 28, 2001  
 DOCUMENT TYPE: Brief Article ISSN: 1064-4318 LANGUAGE: English  
 RECORD TYPE: Fulltext  
 WORD COUNT: 263 LINE COUNT: 00024

... the next time you go to a sports event, you may find yourself grabbing an **\*\*ad\*\*** as you go through the entrance **\*\*turnstile\*\***. Entry Media produces the turnstile materials for teams and arenas which in turn sell the...

**4/3,K/20 (Item 2 from file: 148)**  
 DIALOG(R)File 148:Gale Group Trade & Industry DB  
 (c)2002 The Gale Group. All rts. reserv.

12949767 SUPPLIER NUMBER: 68874709 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**\*\*TURNSTILE\*\* \*\*AD\*\* SPIN: HEY, GIVE IT A WHIRL.(newspapers \*\*advertise\*\* on \*\*Turnstile\*\* AdSleeve Armcovers produces by Entry Media Inc.)(Brief Article)(Statistical Data Included)**  
 Liburt, Ellen  
 Editor & Publisher, 26  
 Jan 1, 2001  
 DOCUMENT TYPE: Brief Article Statistical Data Included ISSN: 0013-094X  
 LANGUAGE: English RECORD TYPE: Fulltext  
 WORD COUNT: 418 LINE COUNT: 00036

**\*\*TURNSTILE\*\* \*\*AD\*\* SPIN: HEY, GIVE IT A WHIRL.(newspapers \*\*advertise\*\* on \*\*Turnstile\*\* AdSleeve Armcovers produces by Entry Media Inc.)(Brief Article)(Statistical Data Included)**  
 ... turn, turn, turn) ... and a time for every purpose (turn, turn, turn) -- and that includes **\*\*advertising\*\***, judging by **\*\*Turnstile\*\*** AdSleeve Armcovers, a "revolutionary" branding tool nearly 20 newspapers have worked into their imaging strategies...

...are promoted at the 76ers' First Union Center and the Flyers' First Union Spectrum) use **\*\*turnstiles\*\*** is "to reach readers -- and readers are **\*\*advertisers\*\***. The people who read us are also deciding to purchase advertising with us."  
 Andrew Rothstein...

**4/3,K/21 (Item 3 from file: 148)**  
 DIALOG(R)File 148:Gale Group Trade & Industry DB  
 (c)2002 The Gale Group. All rts. reserv.

10742648 SUPPLIER NUMBER: 53557406 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Golfweek's Superintendent News.**  
 Maurer, Rolf  
 Folio: the Magazine for Magazine Management, 28, 1, 21(1)  
 Jan, 1999  
 ISSN: 0046-4333 LANGUAGE: English RECORD TYPE: Fulltext  
 WORD COUNT: 135 LINE COUNT: 00015

... Travel, a consumer magazine.  
 A controlled publication, Superintendent has a full-page, black-and-white **\*\*ad\*\*** rate of \$3,525 Ken Hanson is **\*\*Turnstile\*\*** Publishing president Address 7657 Commerce Center Dr, Orlando, Florida 32819 407-345-5500.

**4/3,K/22 (Item 4 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

08238784 SUPPLIER NUMBER: 17477234 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Security shield. (security system for Blue Cross Blue Shield of Florida)**  
Anderson, Teresa  
Security Management, v39, n10, p18(1)  
Oct, 1995  
ISSN: 0145-9406 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 567 LINE COUNT: 00048

... and training.

In each building, one door is reserved for visitors and, therefore, has no **\*\*turnstile\*\***. Visitors must stop and **\*\*sign\*\*** in with a security officer stationed at a desk near the entrance. The security officer...

**4/3,K/23 (Item 5 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

07422306 SUPPLIER NUMBER: 15762012  
**\*\*Ad\*\* \*\*Sleeves\*\* make \*\*turnstiles\*\* a successful \*\*ad\*\* medium. (plastic  
\*\*sleeves\*\* bearing corporate \*\*logos\*\* fit over \*\*turnstile\*\* arms)**  
(Brief Article)  
Rickard, Leah  
Advertising Age, v65, n35, p34(1)  
August 22, 1994  
DOCUMENT TYPE: Brief Article ISSN: 0001-8899 LANGUAGE: ENGLISH  
RECORD TYPE: CITATION

**\*\*Ad\*\* \*\*Sleeves\*\* make \*\*turnstiles\*\* a successful \*\*ad\*\* medium. (plastic  
\*\*sleeves\*\* bearing corporate \*\*logos\*\* fit over \*\*turnstile\*\* arms)**  
(Brief Article)

**4/3,K/24 (Item 6 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

06714129 SUPPLIER NUMBER: 14430551 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**NYCTA invests for growth: a new \$7.4 billion capital program will seek to  
bring back riders who have defected. (New York, New York City Transit  
Authority)**  
Miller, Luther S.  
Railway Age, v194, n9, p83(4)  
Sept, 1993  
ISSN: 0033-8826 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 1635 LINE COUNT: 00123

... Fare control areas will be secured with floor-to-ceiling railings and fare-abuse-resistant **\*\*turnstiles\*\***.

"Clearly written, well-located, and readable **\*\*signs\*\*** augmented by real-time service information displays will convey the message to customers that the...

**4/3,K/25 (Item 7 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

05087266 SUPPLIER NUMBER: 09328386 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Eagles' sponsorship program a sellout; pre-season games may be added for '91. (Philadelphia Eagles football club)**

Deckard, Linda

Amusement Business, v103, n2, p15(2)

Jan 14, 1991

ISSN: 0003-2344

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 970

LINE COUNT: 00073

... the field, a two-story Huddles Mascot balloon with the company name flying above the **\*\*turnstiles\*\***, ticket envelope **\*\*logos\*\*** and promotional giveaways with the corporate logo. The Eagles will also provide advertising throughout the...

**4/3,K/26 (Item 8 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2002 The Gale Group. All rts. reserv.

04605830 SUPPLIER NUMBER: 09074891 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**South Africa: the truth is bad enough.**

Franklin, Betty

Forbes, v145, n11, p106(6)

May 28, 1990

CODEN: FORBA

ISSN: 0015-6914

LANGUAGE: ENGLISH

RECORD TYPE:

FULLTEXT

WORD COUNT: 4391

LINE COUNT: 00316

... high-tech security. One signs in and goes through electronic devices or through electronically controlled **\*\*turnstiles\*\***. There are security guards at the **\*\*sign\*\***-in point and at the **\*\*turnstile\*\***. Security must be a booming business.

On my way into a supermarket, my purse sets...

**4/3,K/27 (Item 9 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2002 The Gale Group. All rts. reserv.

04165143 SUPPLIER NUMBER: 08569955 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Warehouse & store equipment. (1990 Buyers' Guide) (directory)**

Chilton's Hardware Age, v226, n12, p235(7)

Dec, 1989

DOCUMENT TYPE: directory

ISSN: 8755-254X

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 6721

LINE COUNT: 00527

... 1 Weigh-Tronix Inc - 1, 10 (Electronic Weighing & Price Computing)

SELF SERVICE ENTRY GATES AND

**\*\*TURNSTILES\*\*** Fountain Products Corp

SELF SERVICE SUPPLIES 1 **\*\*Advertising\*\*** panels for shopping carts 2

Building material carts 3 Garden center carts 4 Shopping baskets...

**4/3,K/28 (Item 10 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2002 The Gale Group. All rts. reserv.

02981601 SUPPLIER NUMBER: 04584534 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**The European look in produce. (part 1 of 2 part issue)**

Dyer, Lee W.

Progressive Grocer, v65, p61(4)

Nov, 1986

ISSN: 0033-0787

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 1198

LINE COUNT: 00096

... Germany, are surrounded by an aura of freshness the minute they walk through the front **\*\*turnstiles\*\*** (3). Colorful overhead **\*\*signs\*\*** identify the "Garten" section, which features produce cases alongside of the area and display tables...

**4/3,K/29 (Item 11 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2002 The Gale Group. All rts. reserv.

02027132 SUPPLIER NUMBER: 03184697 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Franchising: matyuring menus and markets. (19th Annual Franchising Issue)**

Raffio, Ralph; Lang, Joan; Gindin, Rona L.; Kochak, Jacque White; Bell, Alexa; Tiegs, Carol Lynn

Restaurant Business, v83, p133(22)

March 20, 1984

ISSN: 0097-8043

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 13653 LINE COUNT: 01060

... growth was negligible. "Shakey's was a stepchild, and treated as such. We had almost **\*\*turnstile\*\*** presidents and and **\*\*advertising\*\*** agencies," says Gary Brown, president of the Shakey's franchisee organization, who along with fellow...

**4/3,K/30 (Item 1 from file: 275)**

DIALOG(R)File 275:Gale Group Computer DB(TM)

(c) 2002 The Gale Group. All rts. reserv.

01595018 SUPPLIER NUMBER: 13721135 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Newstrack.**

Communications of the ACM, v36, n4, p13(2)

April, 1993

ISSN: 0001-0782

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 1170 LINE COUNT: 00095

... the lift, the skier passes his or her arm over a magnetic reader at the **\*\*turnstile\*\***. The watch can be read through parka **\*\*sleeves\*\*** and gloves and withstand the most embarrassing tumbles.

**4/3,K/31 (Item 2 from file: 275)**

DIALOG(R)File 275:Gale Group Computer DB(TM)

(c) 2002 The Gale Group. All rts. reserv.

01302133 SUPPLIER NUMBER: 07755553 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Natural language... and computer parallels. (Soviet Union)**

Dyson, Esther

RElease 1.0, v89, n5, p31(2)

May 21, 1989

ISSN: 1047-935X

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 783 LINE COUNT: 00057

... pay on the trolley car? The subway is simple; you put 5 kopeks into the **\*\*turnstile\*\*** -- not that there's a **\*\*sign\*\*** anywhere, but the change machines marked 10, 15 and 20 give you the appropriate number...

**4/3,K/32 (Item 1 from file: 350)**



DIALOG(R)File 350:Derwent WPIX  
(c) 2002 Thomson Derwent. All rts. reserv.

003838365

WPI Acc No: 1983-834615/198349

XRPX Acc No: N83-217392

**Security turnstile for supermarkets etc. - allows turnstile arms to be easily removed from pivotal post in emergencies**

Patent Assignee: ATEL SCHILTIGHEIM (SCHI-N); ATELIERS REUNIS SA (REUN-N)

Inventor: LEVYJOSEPH M

Number of Countries: 008 Number of Patents: 006

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 95393	A	19831130	EP 83400557	A	19830317	198349 B
FR 2527258	A	19831125				198401
ZA 8302980	A	19831205				198411
US 4472909	A	19840925	US 83484417	A	19830412	198441
EP 95393	B	19850619				198525
DE 3360296	G	19850725				198531

Priority Applications (No Type Date): FR 828884 A 19820521

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
EP 95393	A	E	16		

Designated States (Regional): BE CH DE GB LI

EP 95393	B	F
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Designated States (Regional): BE CH DE GB LI

...Abstract (Basic): released from the post by turning it through 45 deg.  
w.r.t. the lower **\*\*sleeve\*\***, thereby allowing easy exit through the  
**\*\*turnstile\*\*** in emergencies etc...



**4/3,K/33 (Item 2 from file: 350)**

DIALOG(R)File 350:Derwent WPIX

(c) 2002 Thomson Derwent. All rts. reserv.

003770206

WPI Acc No: 1983-766421/198338

XRPX Acc No: N83-165464

**Turnstile barrier unlocking mechanism - has locking plunger for turnstile hub releasable by air motor, which also lifts sprung detent balls**

Patent Assignee: CORAS IOMPAIR EIREA (CORA-N)

Inventor: WILLIAMS J E

Number of Countries: 012 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 88605	A	19830914				198338 B
US 4525951	A	19850702	US 83472031	A	19830304	198529

Priority Applications (No Type Date): IE 82496 A 19820305

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
EP 88605	A	E	36		

Designated States (Regional): AT BE CH DE FR GB IT LI LU NL SE

...Abstract (Basic): A lock plunger (3) abuts a stop roller (9) on the  
**\*\*turnstile\*\*** hub, to prevent rotation. A **\*\*sleeve\*\*** (5) of the plunger  
is axially slidable in a cylinder, with a series of balls...

**4/3,K/34 (Item 1 from file: 570)**

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2002 The Gale Group. All rts. reserv.

02093819 Supplier Number: 75574070 (USE FORMAT 7 FOR FULLTEXT)  
**For the Record.(includes brief articles)(Brief Article)(Statistical Data Included)**

Advertising Age, v72, p46

June 11, 2001

ISSN: 0001-8899

Language: English Record Type: Fulltext

Article Type: Brief Article Statistical Data Included

Document Type: Magazine/Journal; Trade

Word Count: 911

... section in Turnstile's Golfweek called Golf Style. Henry Robinson, publisher of Golf & Travel, becomes \*\*advertising\*\* director at Golfweek, a new post. \*\*Turnstile\*\* Chairman Rance Crain is also president of Crain Communications and editor in chief of Advertising...

...COMPANY NAMES: Tatham; TBWA Chiat/Day Inc.; Fortune Group L.L.C.; Harmonic Communications; Dentsu Company Ltd.; \*\*Turnstile\*\* Publishing Co.; Vivendi Universal; Havas \*\*Advertising\*\*; General Motors Corp.; Inovasia Communications; Foot Locker; AKA Advertising; Honda Motor Company Ltd.; Wieden and...

**4/3,K/35 (Item 2 from file: 570)**

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2002 The Gale Group. All rts. reserv.

02088788 Supplier Number: 75286805 (USE FORMAT 7 FOR FULLTEXT)

**Sports Stadiums Go for Turnstile Sponsors.(Brief Article)**

Cassidy, Hilary

Brandweek, v42, n22, p36

May 28, 2001

ISSN: 1064-4318

Language: English Record Type: Fulltext

Article Type: Brief Article

Document Type: Magazine/Journal; Trade

Word Count: 263

... the next time you go to a sports event, you may find yourself grabbing an \*\*ad\*\* as you go through the entrance \*\*turnstile\*\*. Entry Media produces the turnstile materials for teams and arenas which in turn sell the...

**4/3,K/36 (Item 3 from file: 570)**

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2002 The Gale Group. All rts. reserv.

02020130 Supplier Number: 68874709 (USE FORMAT 7 FOR FULLTEXT)

**\*\*TURNSTILE\*\* \*\*AD\*\* SPIN: HEY, GIVE IT A WHIRL.(newspapers \*\*advertise\*\* on \*\*Turnstile\*\* AdSleeve Armcovers produces by Entry Media Inc.)(Brief Article)(Statistical Data Included)**

Liburt, Ellen

Editor & Publisher, p26

Jan 1, 2001

ISSN: 0013-094X

Language: English Record Type: Fulltext

Article Type: Brief Article Statistical Data Included

Document Type: Magazine/Journal; General

Word Count: 418

**\*\*TURNSTILE\*\* \*\*AD\*\* SPIN: HEY, GIVE IT A WHIRL.(newspapers \*\*advertise\*\***

**on \*\*Turnstile\*\* AdSleeve Armcovers produces by Entry Media Inc.)(Brief Article)(Statistical Data Included)**

... turn, turn, turn) ... and a time for every purpose (turn, turn, turn) -- and that includes \*\*advertising\*\*, judging by \*\*Turnstile\*\* AdSleeve Armcovers, a "revolutionary" branding tool nearly 20 newspapers have worked into their imaging strategies...  
...are promoted at the 76ers' First Union Center and the Flyers' First Union Spectrum) use \*\*turnstiles\*\* is "to reach readers -- and readers are \*\*advertisers\*\*". The people who read us are also deciding to purchase advertising with us."

Andrew Rothstein...

**4/3,K/37 (Item 4 from file: 570)**

DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2002 The Gale Group. All rts. reserv.

01916241 Supplier Number: 62380758

**Turnstiles turn heads.**

Ethen, Marie  
IDEAS, p22(1)  
Sept, 1999  
ISSN: 0896-1441  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

**ABSTRACT:**

...reach consumers. Advertising sleeves developed by Entry Media have enabled the newspaper to engage in \*\*turnstile\*\* \*\*advertising\*\* in the St. Louis area. The \*\*turnstile\*\* ads, which can be found at Busch Stadium, TWA Dome, Kiel Center and other sports...

**4/3,K/38 (Item 5 from file: 570)**

DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2002 The Gale Group. All rts. reserv.

01720889 Supplier Number: 53557406 (USE FORMAT 7 FOR FULLTEXT)

**Golfweek's Superintendent News.**

Maurer, Rolf  
Folio: the Magazine for Magazine Management, v28, n1, p21(1)  
Jan, 1999  
ISSN: 0046-4333  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 125

... Travel, a consumer magazine.

A controlled publication, Superintendent has a full-page, black-and-white \*\*ad\*\* rate of \$3,525 Ken Hanson is \*\*Turnstile\*\* Publishing president Address 7657 Commerce Center Dr, Orlando, Florida 32819 407-345-5500.

**4/3,K/39 (Item 6 from file: 570)**

DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2002 The Gale Group. All rts. reserv.

01480512 Supplier Number: 45213122 (USE FORMAT 7 FOR FULLTEXT)

**AD FOLLIES: Ad breakthroughs lay an egg in snobbery, sports, 'faking it' and, yes, ostrich-raising**  
Advertising Age, v0, n0, p19  
Dec 19, 1994

ISSN: 0001-8899  
 Language: English Record Type: Fulltext  
 Document Type: Magazine/Journal; Trade  
 Word Count: 1168

... fabulous, riotous, incredible sex. Or watch boxing.'  
 WHY 1994 WAS A BREAKTHROUGH YEAR - MARKETINGWISE  
 New \*\*ad\*\* locations:  
 Inside roofs of taxicabs  
 Arena \*\*turnstiles\*\*  
 Checkout counter belts  
 Basketball backboards  
 School buses  
 New products:  
 Detergent for produce  
 French perfume for...

**4/3,K/40 (Item 7 from file: 570)**  
 DIALOG(R)File 570:Gale Group MARS(R)  
 (c) 2002 The Gale Group. All rts. reserv.

01456232 Supplier Number: 44933629 (USE FORMAT 7 FOR FULLTEXT)  
**AdSleeves make \*\*turnstiles\*\* a successful \*\*ad\*\* medium**  
 Advertising Age, v0, n0, p34  
 August 22, 1994  
 ISSN: 0001-8899  
 Language: English Record Type: Fulltext  
 Document Type: Magazine/Journal; Trade  
 Word Count: 282

**AdSleeves make \*\*turnstiles\*\* a successful \*\*ad\*\* medium**  
 ... s Tinker Field on May 9, Michael Jordan wasn't the only attraction  
 turning heads.

**\*\*Turnstile\*\* AdSleeves, the newest \*\*advertising\*\* medium to spin**  
 into ballparks, premiered at the Orlando Cubs AA stadium.

Roger Wexelberg, team general manager, said he sees **\*\*turnstile\*\*** ads  
 as another avenue of **\*\*advertising\*\*** at the ballpark. 'Stadiums need new  
 means of advertising because there are only so many...

...Tinker Field, fans give their tickets to stadium attendants and - as  
 they push through the **\*\*turnstile\*\*** - touch **\*\*advertising\*\*** for the Orlando  
 Sentinel newspaper.

AdSleeves are clear plastic tubes that fit over **\*\*turnstile\*\*** arms and  
 contain a color **\*\*advertisement\*\*** with a company logo.

Martin Hering, president of Orlando-based Entry Media, the maker of...

...450 per 500,000 people entering the stadium.

Earlier this year, Entry Media tested the **\*\*turnstile\*\***  
**\*\*advertising\*\*** at the Daytona Beach (Fla.) Ocean Center, where the  
 International Hockey League's Sun Devils...

?

**5/3,K/1 (Item 1 from file: 608)**

DIALOG(R)File 608:KR/T Bus.News.

(c)2002 Knight Ridder/Tribune Bus News. All rts. reserv.

00126027 Story Number: 5716 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**THE MACON, GA., TELEGRAPH BUSINESS PEOPLE COLUMN**

The Macon Telegraph

November 30, 1992 20:14 E.T.

DOCUMENT TYPE: Newspaper RECORD TYPE: Fulltext LANGUAGE: English

WORD COUNT: 417

...TEXT: Business Alabama Monthly , Alabama Magazine  
and Mobile Bay Monthly . Wood also served as publisher and \*advertising\*  
sales

director of \*Turnstile\* Publishing, producer of Main Events , prior to  
joining PMT  
Publishing.

Wood, a graduate of the...

**5/3,K/2 (Item 1 from file: 631)**

DIALOG(R)File 631:Boston Globe

(c) 2002 Boston Globe. All rts. reserv.

04568242

**THE ELECTRONIC ELECTION**

BOSTON GLOBE (BG) - SUNDAY November 13, 1988

By: John Aloysius Farrell, Globe Staff

Edition: THIRD Section: SPECIAL SECTION Page: 1

Word Count: 17,968

CAPTION:

...AGAIN CANDIDATE

PHOTOS FOR THE GENERAL ELECTION

1. BUSH HIT DUKAKIS HARD WITH THE CONVICT \*TURNSTILE\* \*AD\*. / AP photo
2. BUSH'S SELECTION OF DAN QUAYLE WAS WIDELY SEEN AS A BLUNDER...

**5/3,K/3 (Item 2 from file: 631)**

DIALOG(R)File 631:Boston Globe

(c) 2002 Boston Globe. All rts. reserv.

04524676

**WILL YUPPIES GO FOR THE PUPPIES? WONDERLAND TRACK UNDERGOES FACELIFT IN  
ATTEMPT TO DRAW NEW CROWD**

BOSTON GLOBE (BG) - TUESDAY April 26, 1988

By: Alex Beam, Globe Staff

Edition: THIRD Section: BUSINESS Page: 27

Word Count: 1,060

TEXT:

... t believe it," a bedazzled Wonderlander moaned, shaking his head in  
front of the new \*sign\* posted outside the \*turnstiles\*: "The Grandstand  
dress code requires shirt and shoes. The following forms of dress are not  
...

**5/3,K/4 (Item 3 from file: 631)**

DIALOG(R)File 631:Boston Globe

(c) 2002 Boston Globe. All rts. reserv.

04061847

**THEY WERE LINED UP -- BUT NOT TO GET IN**  
 BOSTON GLOBE (BG) - MONDAY October 5, 1987  
 By: John Powers, Globe Staff  
 Edition: THIRD Section: SPORTS Page: 38  
 Word Count: 733

... agreed with Fairchild. Some of them showed up anyway but refused to go through the \*turnstiles\*, asking the ex-Patriots to \*sign\* their tickets as souvenirs.

"Ninety-seven of us bought seats a couple of months ago...

**5/3,K/5 (Item 4 from file: 631)**  
 DIALOG(R)File 631:Boston Globe  
 (c) 2002 Boston Globe. All rts. reserv.

04025752

**CAKE, FREE RIDES CHRISTEN 8 STATIONS**  
 BOSTON GLOBE (BG) - SUNDAY May 3, 1987  
 By: Susan Bickelhaupt, Globe Staff  
 Edition: THIRD Section: METRO Page: 37  
 Word Count: 624

... of the new station with its high arched ceiling. Workers put the finishing touches on \*turnstiles\*, labeling them with "Enter" and "Exit" \*signs\*.

Meanwhile, at Forest Hills, the other end of the new line, a jazz band entertained...

**5/3,K/6 (Item 5 from file: 631)**  
 DIALOG(R)File 631:Boston Globe  
 (c) 2002 Boston Globe. All rts. reserv.

00612761

**IN THIS CORNER ATTN. CHARLIE: AVOID METRO**  
 BOSTON GLOBE (BG) - TUESDAY May 5, 1981  
 By: Tony Chamberlain Globe Staff  
 Edition: FIRST Section: RUN OF PAPER  
 Word Count: 1,142

... I returned to New Carrollton that afternoon and inserted my card to get out, the \*turnstile\* did not open. Instead a \*sign\* went on instructing me (and the rest with me) to proceed to the addfare machine...

**5/3,K/7 (Item 6 from file: 631)**  
 DIALOG(R)File 631:Boston Globe  
 (c) 2002 Boston Globe. All rts. reserv.

00557787

**MBTA ADMITS CLOSING STATIONS IN SLACK PERIODS**  
 BOSTON GLOBE (BG) - THURSDAY August 28, 1980  
 By: Associated Press  
 Edition: SIXTH Section: RUN OF PAPER  
 Word Count: 271

... bound side of Central Square. The station was blocked off by wire mesh

and nonreversible \*turnstiles\*, but no \*sign\* was posted to explain the closing. A number of passengers discovered a loose flap in...

**5/3,K/8 (Item 1 from file: 632)**

DIALOG(R)File 632:Chicago Tribune

(c) 2002 Chicago Tribune. All rts. reserv.

01978153

**Ignore friends**

**Making the most of 48 hours in Manhattan**

Chicago Tribune (CT) -- SUNDAY June 7, 1992

By: Cheryl Blackerby, Cox News Service

Edition: FINAL EDITION Section: TRAVEL Page: 8

Word Count: 1,470

...escalator down to the subway. Buy a token for \$1.25, put it in the \*turnstile\* and follow the \*signs\* to the No. 1 and No. 9 trains that go to Times Square. This is...

**5/3,K/9 (Item 2 from file: 632)**

DIALOG(R)File 632:Chicago Tribune

(c) 2002 Chicago Tribune. All rts. reserv.

01635339

**\$1.25 CTA fare on the horizon**

**Rate would apply to trains all day, buses in rush hour**

Chicago Tribune (CT) - WEDNESDAY February 7, 1990

By: Gary Washburn, Transportation writer

Edition: NORTH SPORTS FINAL Section: NEWS Page: 1

Word Count: 771

...revamped fare structure would mean having to make a variety of physical alterations-from changing \*signs\* to adjusting \*turnstiles\* and fareboxes-throughout the CTA system. But Sawyer said that the necessary changes could be...

**5/3,K/10 (Item 1 from file: 633)**

DIALOG(R)File 633:Phil.Inquirer

(c) 2002 Philadelphia Newspapers Inc. All rts. reserv.

05059467

**METROPOLITAN AREA NEWS IN BRIEF**

PHILADELPHIA INQUIRER (PI) - MONDAY September 11, 1989

Edition: FIRST Section: LOCAL Page: B02

Word Count: 129

... accept the coins, which honor the early 20th-century women's rights leader.

The altered \*turnstiles\* are marked with a red \*sign\* showing a hand holding a \$1 coin. Seven of the machines are in the World...

**5/3,K/11 (Item 2 from file: 633)**

DIALOG(R)File 633:Phil.Inquirer

(c) 2002 Philadelphia Newspapers Inc. All rts. reserv.

04548289

**A TIDY TOILET PAYS OFF FOR NEW SOVIET CO-OP**

PHILADELPHIA INQUIRER (PI) - THURSDAY July 28, 1988

By: Steve Goldstein, Inquirer Staff Writer  
 Edition: FINAL Section: NATIONAL Page: A01  
 Word Count: 1,206

## CAPTION:

...2. A \*sign\* on a \*turnstile\* at the public toilet shows where to pay.  
 (The Philadelphia Inquirer / TOM GRALISH)

**5/3,K/12 (Item 3 from file: 633)**

DIALOG(R)File 633:Phil.Inquirer

(c) 2002 Philadelphia Newspapers Inc. All rts. reserv.

03049137

**A WORLD APART HE HAS BUILT A GARDEN FILLED WITH ASIAN SPLENDOR**

PHILADELPHIA INQUIRER (PI) - THURSDAY August 1, 1985

By: Dominic Sama, Inquirer Staff Writer

Edition: WEST Section: NEIGHBORS MAIN LINE Page: M02

Word Count: 1,972

## TEXT:

... miniature waterfalls, a bamboo grove, a teahouse and stone bridges -  
 does not woo tourists with \*advertisements\*, and visitors can pass through  
 the wooden \*turnstiles\* at the entrance for free.

**5/3,K/13 (Item 1 from file: 634)**

DIALOG(R)File 634:San Jose Mercury

(c) 2002 San Jose Mercury News. All rts. reserv.

07725164

**WHY DOES IT MATTER SO MUCH THAT BASEBALL IS GOING, GOING, GONE?**

San Jose Mercury News (SJ) - Friday, August 12, 1994

By: MIKE HALE, Mercury News Staff Writer

Edition: Morning Final Section: Living Page: 1C

Word Count: 1,452

## TEXT:

WELCOME to Mudville.

There is no joy today for baseball fans, those walking dollar \*signs\* who  
 passed through major league \*turnstiles\* 70,256,459 times last year.  
 Baseball has struck out. Fighting over issues many fans...

**5/3,K/14 (Item 1 from file: 635)**

DIALOG(R)File 635:Business Dateline(R)

(c) 2002 ProQuest Info&Learning. All rts. reserv.

0027650 87-06337

**Six Flags Still Fresh in Its 20th Year**

John, McCosh

Atlanta Business Chronicle (Atlanta, GA, US), V9 N42 s2 p3B

PUBL DATE: 870316

WORD COUNT: 869

DATELINE: Atlanta, GA, US

## TEXT:

...visitors this year. This will join the 50 million people who have  
 passed through the \*turnstiles\* since June 7, 1967, when the \*Log\* Flume  
 first soaked laughing riders.



Spurgeon Richardson, vice president and general manager of the park...

**5/3,K/15 (Item 1 from file: 638)**

DIALOG(R)File 638:Newsday/New York Newsday  
(c) 2002 Newsday Inc. All rts. reserv.

07113076

**Turnstile Justice**

Newsday (ND) - Friday April 23, 1993  
Edition: CITY Section: VIEWPOINTS Page: 64  
Word Count: 297

...can't step up maintenance, can't it at least put an "out-of-order"  
\*sign\* on broken \*turnstiles\*? Commuters who spot broken equipment should  
call their station managers at 718-330-3222 to...

**5/3,K/16 (Item 2 from file: 638)**

DIALOG(R)File 638:Newsday/New York Newsday  
(c) 2002 Newsday Inc. All rts. reserv.

07024233

**ON THE GO**

Newsday (ND) - Sunday January 24, 1993  
By: Elizabeth Wissner-Gross. STAFF WRITER  
Edition: ALL EDITIONS Section: TRAVEL Page: 03  
Word Count: 631

TEXT:

...at the lift, his or her arm passes over a magnetic reader that unlatches  
the \*turnstile\*. The watch can be read through \*sleeves\* and gloves.

**5/3,K/17 (Item 3 from file: 638)**

DIALOG(R)File 638:Newsday/New York Newsday  
(c) 2002 Newsday Inc. All rts. reserv.

06347032

**INSIDE NEW YORK**

Newsday (ND) - Friday December 6, 1991  
By: Anthony Scaduto, Doug Vanghan and Linda Stasi. Edited by Linda Stasi  
Edition: CITY Section: NEWS Page: 13  
Word Count: 987

...the museum open. If a subway car is not your thing, you can buy old  
\*signs\*, badges, \*turnstiles\*, papers and our own Jim Dwyer. No, he's not  
on sale, but he'll...

**5/3,K/18 (Item 4 from file: 638)**

DIALOG(R)File 638:Newsday/New York Newsday  
(c) 2002 Newsday Inc. All rts. reserv.

05327057

**BROOKLYN NEIGHBORHOODS**

NEWSDAY (ND) - Friday November 17, 1989  
Edition: BROOKLYN Section: NEWS Page: 23  
Word Count: 537

...such items as a bus, an R-10 subway car, yard signals and 42nd Street  
\*signs\*, subway station light globes, fare boxes, \*turnstiles\*, vintage  
lamp posts and hard hats.

The tag sale begins at 11 a.m. at...

**5/3,K/19 (Item 5 from file: 638)**

DIALOG(R)File 638:Newsday/New York Newsday  
(c) 2002 Newsday Inc. All rts. reserv.

05268067

**TA TAKING HEAT ON TURNSTILE ARREST POLS PRESS FOR REVIEW OF CASE**

NEWSDAY (ND) - Wednesday September 20, 1989

By: Joseph W. Queen

Edition: CITY Section: NEWS Page: 08

Word Count: 457

...station inaccessible.

But TA officials said that they had chained the entrance - without putting up \*signs\* - because the \*turnstile\* was broken. An undercover transit officer watched Strasser cut the chain and then arrested him...

**5/3,K/20 (Item 6 from file: 638)**

DIALOG(R)File 638:Newsday/New York Newsday  
(c) 2002 Newsday Inc. All rts. reserv.

04734012

**IN THE STANDS NO, YOU CAN'T SEE THERE FROM HERE**

NEWSDAY (ND) - Wednesday August 17, 1988

By: Rita Ciolli and Peter M. Gianotti

Edition: NASSAU AND SUFFOLK Section: SPORTS Page: 133

Word Count: 904

...swallowing lot. The streets are safe.

But they don't play ball outside.

The first \*sign\* you see after passing through the \*turnstile\* states: "Binoculars for Rent." If you're in the upper levels of the reserved seating...

**5/3,K/21 (Item 7 from file: 638)**

DIALOG(R)File 638:Newsday/New York Newsday  
(c) 2002 Newsday Inc. All rts. reserv.

04324133

**LONG ISLAND: IT'S NOT PERFECT, BUT WHO WANTS PERFECT?**

Newsday (ND) - Saturday November 14, 1987

By: Harvey Aronson. Harvey Aronson is Newsday's writing coach.

Edition: NASSAU AND SUFFOLK Section: REAL ESTATE Page: 13

Word Count: 1,049

...of New Jersey as well as New York. But we had to go through a \*turnstile\* and \*sign\* in with a security guard just to get to the elevator. I realized why after...

**5/3,K/22 (Item 1 from fil : 640)**

DIALOG(R)File 640:San Francisco Chronicle  
(c) 2002 Chronicle Publ. Co. All rts. reserv.

06676056

**EVERY NEW THRILL NEEDS ADJUSTMENT**

San Francisco Chronicle (SF) - WEDNESDAY, June 24, 1992  
 Edition: FINAL Section: DAILY DATEBOOK Page: E12  
 Word Count: 620

... inches, up four inches from the Jet Star, and highest on the pike. By the \*turnstile\*, a large \*sign\* that appeared to have been written by a lawyer laid out the other grounds for...

**5/3,K/23 (Item 2 from file: 640)**

DIALOG(R)File 640:San Francisco Chronicle  
 (c) 2002 Chronicle Publ. Co. All rts. reserv.

05028504

**QUAKE DESTROYS 'BART' IN STUDIO'S THRILL RIDE**

SAN FRANCISCO CHRONICLE (SF) - FRIDAY March 17, 1989  
 By: Tony Bizjak, Chronicle Staff Writer  
 Edition: FINAL Section: NEWS Page: A1  
 Word Count: 548

CAPTION:  
 PHOTO (2)

(1) \*Turnstiles\* and \*signs\* in the simulated station look much like those on BART, (2) Maps and Chronicle vending...

**5/3,K/24 (Item 1 from file: 642)**

DIALOG(R)File 642:The Charlotte Observer  
 (c) 2002 Charlotte Observer. All rts. reserv.

07161021

**'SUTTLE'S PUDDLE' PULLS PLUG WILKINSON LANDMARK IS CLOSING AFTER 63 YEARS**

Charlotte Observer (CO) - WEDNESDAY, June 9, 1993  
 By: STEPHANIE ERICKSON, Staff Writer  
 Edition: FOUR Section: MECKLENBURG NEIGHBORS Page: 1  
 Word Count: 1,346

...Puddle will be broken apart and buried.

An old-fashioned Coke machine, along with booths, \*turnstiles\* and food \*signs\* from the restaurant, will be sold. Concrete picnic tables that were added in the 1950s...

CAPTION:

... s Puddle" will be broken apart and buried. An old Coke machine, along with booths, \*turnstiles\* and food \*signs\* from the restaurant, will be sold. Picnic tables have found a new home at Carolina...

**5/3,K/25 (Item 1 from file: 702)**

DIALOG(R)File 702:Miami Herald  
 (c) 2002 The Miami Herald Publishing Co. All rts. reserv.

07650613

**NEW PIZZERIA BLENDS NY STYLE WITH A EUROPEAN ATMOSPHERE**

Miami Herald (MH) - SUN October 30, 1994  
 By: ANNMARIE DODD Herald Staff Writer  
 Edition: BRWRD Section: NEIGHBORS BSW Page: 15SW  
 Word Count: 634

...Springs.

Artwork and New York City memorabilia in the pizza kitchen area include original subway \*signs\* for Madison Square Garden and a \*turnstile\* that accepts coin donations for the Make-a-Wish Foundation, instead of subway tokens. A...

**5/3,K/26 (Item 2 from file: 702)**

DIALOG(R)File 702:Miami Herald

(c) 2002 The Miami Herald Publishing Co. All rts. reserv.

06503039

**SOUTH FLORIDA**

Miami Herald (MH) - TUE January 14, 1992

By: Herald Staff

Edition: STATE Section: LOCAL Page: 1B

Word Count: 389

NEW LIBRARY: Amid the \*signs\* and the \*turnstiles\* at the Civic Center Metrorail station, 33 feet above the ground, sits a new mini...

**5/3,K/27 (Item 3 from file: 702)**

DIALOG(R)File 702:Miami Herald

(c) 2002 The Miami Herald Publishing Co. All rts. reserv.

06502648

**NEW METRORAIL MINI-LIBRARY READY TO SERVE READERS ON GO**

Miami Herald (MH) - MON January 13, 1992

By: YVETTE OUSLEY Herald Staff Writer

Edition: FINAL Section: LOCAL Page: 1B

Word Count: 303

TEXT:

Amid the \*signs\* and the \*turnstiles\* at the Civic Center Metrorail station, 33 feet above the ground, sits a new mini...

**5/3,K/28 (Item 4 from file: 702)**

DIALOG(R)File 702:Miami Herald

(c) 2002 The Miami Herald Publishing Co. All rts. reserv.

03034211

**METRO TO PULL OUT STOPS FOR BIG RAIL DEDICATION**

Miami Herald (MH) - SUN MAY 05 1985

By: LUIS FELDSTEIN SOTO Herald Staff Writer

Edition: FINAL Section: LOCAL Page: 1B

Word Count: 793

... t work, volunteers handing out free train tickets between 10 and 5 will block the \*turnstiles\* at the first \*sign\* of a crunch. Backing them up will be more than 250 police officers from four...

**5/3,K/29 (Item 1 from file: 703)**

DIALOG(R)File 703:USA Today

(c) 2002 USA Today. All rts. reserv.

07749090

**PARALYMPIC MASCOT IN CUSTODY FIGHT**

USA Today (US) - TUESDAY September 6, 1994

By: Michael Hiestand

Edition: FINAL Section: SPORTS Page: 03C

Word Count: 399

DESCRIPTORS: PARALYMPIC MASCOT; USOC; \*TURNSTILE\* \*ADVERTISING\*; ENTRY  
MEDIA; SPORTS FANS: TOPPS FOOTBALL CARDS; NATIONAL SPORTS LAW  
INSTITUTE; TELEPHONE NUMBER; SUBJECT TERMS...

**5/3,K/30 (Item 2 from file: 703)**

DIALOG(R)File 703:USA Today

(c) 2002 USA Today. All rts. reserv.

07658093

**JORDAN PACKS 'EM IN FANS FLOCK TO SEE A SUB-.200 HITTER**

USA Today (US) - TUESDAY June 7, 1994

By: Erik Brady

Edition: FINAL Section: SPORTS Page: 07C

Word Count: 1,016

...it is caught. Pitchers who strike him out, as many do, later ask him to  
\*sign\* the ball.

And \*turnstiles\* click at an unprecedented pace. The Class AA Birmingham  
(Ala.) Barons draw sellout crowds on...

**5/3,K/31 (Item 3 from file: 703)**

DIALOG(R)File 703:USA Today

(c) 2002 USA Today. All rts. reserv.

07658092

**JORDAN PACKS 'EM IN FANS FLOCK TO SEE A SUB-.200 HITTER**

USA Today (US) - TUESDAY June 7, 1994

By: Erik Brady

Edition: FIRST Section: SPORTS Page: 07C

Word Count: 993

...it is caught. Pitchers who strike him out, as many do, later ask him to  
\*sign\* the ball.

And \*turnstiles\* click at an unprecedented pace. The Class AA Birmingham  
Barons draw sellout crowds on the...

**5/3,K/32 (Item 1 from file: 704)**

DIALOG(R)File 704:(Portland)The Oregonian

(c) 2002 The Oregonian. All rts. reserv.

06804287

**SONICS OFFER PAYTON, MAVS WANT MCKEY IN SWAP FOR DEREK HARPER**

Oregonian (PO) - FRIDAY, October 30, 1992

Edition: FOURTH Section: SPORTS Page: D01

Word Count: 500

...in 1966. "It is going to be exciting to drive down 288 and see this  
\*sign\*."

NFL keeps \*turnstiles\* humming for fifth-best weekend average

The 12 NFL games played last weekend drew an...

**5/3,K/33 (Item 1 from file: 706)**

DIALOG(R)File 706:(New Orleans)Times Picayune

(c) 2000 Times Picayune. All rts. reserv.

08024098

**FANS WILL HAVE TO DIG DEEP AGAIN FOR SAINTS**

New Orleans Times Picayune (NO) - TUESDAY, January 24, 1995

By: Dave Lagarde

Edition: THIRD Section: SPORTS Page: E1

Word Count: 753

...this season.

And how did Rams owner Georgia Frontiere react to the downturn at the \*turnstiles\*? She didn't roll up her \*sleeves\* and vow to leave no stone unturned until the Rams did the right thing and...  
?

show files;ds

File 608:KR/T Bus.News. 1992-2002/Jul 24  
 (c) 2002 Knight Ridder/Tribune Bus News  
 File 610:Business Wire 1999-2002/Jul 24  
 (c) 2002 Business Wire.  
 File 612:Japan Economic Newswire(TM) 1984-2002/Jul 24  
 (c) 2002 Kyodo News  
 File 613:PR Newswire 1999-2002/Jul 24  
 (c) 2002 PR Newswire Association Inc  
 File 619:Asia Intelligence Wire 1995-2002/Jul 23  
 (c) 2002 Fin. Times Ltd  
 File 624:McGraw-Hill Publications 1985-2002/Jul 24  
 (c) 2002 McGraw-Hill Co. Inc  
 File 631:Boston Globe 1980-2002/Jul 23  
 (c) 2002 Boston Globe  
 File 632:Chicago Tribune 1985-2002/Jul 24  
 (c) 2002 Chicago Tribune  
 File 633:Phil.Inquirer 1983-2002/Jul 21  
 (c) 2002 Philadelphia Newspapers Inc  
 File 634:San Jose Mercury Jun 1985-2002/Jul 23  
 (c) 2002 San Jose Mercury News  
 File 635:Business Dateline(R) 1985-2002/Jul 24  
 (c) 2002 ProQuest Info&Learning  
 File 636:Gale Group Newsletter DB(TM) 1987-2002/Jul 24  
 (c) 2002 The Gale Group  
 File 638:Newsday/New York Newsday 1987-2002/Jul 22  
 (c) 2002 Newsday Inc.  
 File 640:San Francisco Chronicle 1988-2002/Jul 24  
 (c) 2002 Chronicle Publ. Co.  
 File 641:Rocky Mountain News Jun 1989-2002/Jul 20  
 (c) 2002 Scripps Howard News  
 File 642:The Charlotte Observer 1988-2002/Jul 21  
 (c) 2002 Charlotte Observer  
 File 701:St Paul Pioneer Pr Apr 1988-2002/Jul 20  
 (c) 2002 St Paul Pioneer Press  
 File 702:Miami Herald 1983-2002/Jul 23  
 (c) 2002 The Miami Herald Publishing Co.  
 File 703:USA Today 1989-2002/Jul 23  
 (c) 2002 USA Today  
 File 704:(Portland)The Oregonian 1989-2002/Jul 23  
 (c) 2002 The Oregonian  
 File 705:The Orlando Sentinel 1988-2002/Jul 24  
 (c) 2002 Orlando Sentinel  
 File 706:(New Orleans)Times Picayune 1989-2000/Sep 15  
 (c) 2000 Times Picayune  
 File 707:The Seattle Times 1989-2002/Jul 22  
 (c) 2002 Seattle Times  
 File 708:Akron Beacon Journal 1989-2002/Jul 21  
 (c) 2002 Akron Beacon Journal

Set	Items	Description
S1	90	(TURNSTILE? OR TURN()STILE?)(7N)(AD OR ADVERTI? OR LOG OR - LOGOS OR SIGN? ? OR PRODUCT(2N)ANNOUC? OR SLEEVE? ?)
S2	88	RD (unique items)
S3	52	S2/1995:2002
S4	38	S1 NOT S3
S5	33	S4 NOT ADSLEEVE?
?		

DATE: JULY 24, 2002

CLIENT: STRIMBU  
LIBRARY: NEWS  
FILE: ARCNWS

YOUR SEARCH REQUEST IS:

DATE BEF 1994 AND (TURNSTILE OR TURN STILE) W/10 ADVERTIS!

NUMBER OF STORIES FOUND WITH YOUR REQUEST THROUGH:

LEVEL 1... 33



September 23, 1991, Southwest Edition

SECTION: BACK TALK

LENGTH: 853 words

HEADLINE: McCrary's Method: Taking It to the Street

BYLINE: BY RUSS PATE

HIGHLIGHT: Next month, says columnist Russ Pate, Mark McCrary will unveil Event TV.

BODY:

Calling Mark McCrary a main in motion amounts to more than a figure of speech. The 33-year-old founder and president of Motion Graphics is moving forward with innovative ways to bring together advertisers and consumers.

In an era where the efficacy of traditional media is being challenged and marketers are exploring alternatives, McCrary makes a persuasive pitch for mobile advertising and promotion. He wants advertisers to put their money where consumers' mouths are.

One of McCrary's brainstormers, a \$2-million bells-and-whistles mobile billboard called Big Mo, has spent the summer with Gloria Estefan's "Into the Light" U.S. tour. Bacardi Breezer, title sponsor of the tour, uses the state-of-the-art Sony Jumbotron videoscreen not only to promote the songstress' performances but also to push don't-drink-and-drive and drink-in-moderation PSAs.

Later this month at the Texas State Fair, McCrary will unveil his most ambitious concept to date: Event TV. Motion Graphics, in effect, will provide fair officials with their own closed-circuit TV network. Programming, produced by Motion Graphics and presented on oversized indoor videoscreens, outdoor video towers, and the ubiquitous Big Mo, will include everything from event schedules to taped highlights of the livestock judging or pie-baking contest. Boy howdy.

The millions of Texans clicking the **turnstiles** will also be treated -- if that's that right word -- to commercials and infomercials courtesy of **advertisers** like Ford Trucks, Mitsubishi, Circuit City, MCI and Sony. Title sponsor Pepsi will get to apply the tag "Pepsi Video Network" to the whole shebang.

McCrary, naturally, sees the situation as win-win. A win for fairgoers who will receive up-to-the-minute information about fair activities and special events; a win for advertisers who've paid between \$20,000 and \$70,000 for the privilege, as McCrary puts it, of using "a compelling medium to reach a very positive audience."

(Assuming a large group of Texans could be called such a thing.)

McCrary has a found an emerging, able-to-allocate-ad-dollars audience among marketers seeking product exposure and trial in venues ranging from rock concerts and sporting events to major trade conventions. Anyplace your basic six-figures crowd gathers. With a fleet of 20 promotional vehicles (PVs), McCrary also can satisfy marketers looking for promotional help with small, targeted groups gathered at the grocery store, church, school or mall.

It's not that McCrary's 5-year-old, Addison, Texas-based company (1991 revenues: \$3 million) hasn't had to deal with resistance in the marketplace -- some of it from the internal politics over which marketing budgets to draw down. (Clients, for the uninitiated, have had some terrific tug-of-wars to protect their own budgets and turf.)

And some resistance, naturally, has to do with unfamiliarity with the product. "It's a common reflex in the ad community to assume that anything new and non-traditional is a risky buy. The real truth is that traditional media is a

risky buy," McCrary says, pointing to clutter, market fragmentation, imprecise measurement, escalating cost and lack of control.

"My premise is simple. Advertising dollars spent on traditional media are not as effective as ad dollars spent on well-placed, well-designed non-traditional media," he maintains. "In my opinion, the smart, advertiser of the 1990s will be the one who realizes that an evenly divided basket of traditional and non-traditional media is much better than a basket of traditional media only."

McCrary, an East Texas (Winnsboro) native and TCU graduate, got his first exposure to advertising in the early 1980s, working in billboard space sales for Texas Advertising in Arlington. He learned the three keys to the billboard business -- location, location, location -- and discovered his own secret formula for success: lease the darn thing before you build it.

McCrary later formed his own billboard company, Venture Outdoor Advertising, which owned roughly 70 boards, principally on the periphery of the Dallas-Fort Worth metropolitan area when he sold out to Whiteco. He plowed the proceeds into Motion Graphics.

The billboard experience convinced McCrary of the potential in outdoor marketing. He began drafting plans for the prototype of his promotional vehicle -- one that would give advertisers the flexibility to appear in one location one day, another the next. One that could target an advertiser's customers -- be they at the beach or the gym. One that would allow advertisers to conduct product sampling or couponing at the point-of-sale.

"With our unique fleet of trucks, we are a tactical marketing tool that provides mobile advertising and mobile promotional services," says McCrary. "Marketers want advertising and promotion to work synergistically. That is the concept of what I did."

Calling Mark McCrary a man in motion may suffice for now. But as his fleet of PVs expands, as Big Mo rolls and as media buyers become familiar with Event TV -- we may have to call him something else.

Maybe big wheel.

Copyright 1981 The New York Times Company  
The New York Times

March 16, 1981, Monday, Late City Final Edition

SECTION: Section A; Page 22, Column 4; Editorial Desk

LENGTH: 432 words

HEADLINE: TO RESUSCITATE THE SUBWAYS

BODY:

To the Editor:

A prediction: with another fare increase, subway ridership will go down. It happens every time. Fewer riders pay higher fares for less service, more businesses suffer, more New Yorkers abandon their city and an ever greater strain is placed on slow surface traffic.

In order to keep and attract customers, the subways need desperately to be made safer, cleaner and more efficient. It can be done.

Start by recycling existing resources:

- \* Release the legion of token sellers from their nonproductive paperwork by instituting exact-fare rides. Assign them instead to teams headed by a station master.

- \* That station master would be responsible for deploying his/her team to best advantage, e.g., assisting passengers, seeing that laws are obeyed, reprimanding unruly children and doing preventive maintenance and housekeeping chores.

- \* To eliminate much of the filth on platforms, on tracks and in cars, prohibit smoking, eating and drinking beyond turnstiles.

- \* Install benches on both sides of the turnstiles to encourage people to wait for trains in safe, comfortable and well-lit areas. This is particularly applicable to the IND line, where service is spotty and stations are cavernous.

- \* Post maps and other information at **turnstiles**. **Advertisers** could vie for space on boards displaying a clock, schedules and directional guides.

- \* Convert a station's main token booth into a mini-communications center, where the station master on duty could keep track of train delays and post such information. Schedules at turnstiles would allow people to time their travels and avoid long waits on often scary, cold, benchless platforms.

- \* Solicit the cooperation of business. Staggered working hours relieve rush-hour congestion. Attractive advertising space for local merchants, galleries, theaters and restaurants could help pay for station upkeep. (In residential areas, provide bulletin boards where residents could post notices for music lessons, baby sitting, community meetings, etc.)

- \* Teams at best-run, most innovative stations would receive wellpublicized accolades from the Mayor (they could even be feted by local merchants) and earn extra time-off credits.

The trains themselves are a whole other story. Surely there's no excuse for grime-coated trains leaving their barns with broken lights and without proper destination signs. Fancy, overly automated, easily broken equipment has proved extravagant and wasteful. Those responsible for purchasing new equipment should remember that very often less is more.

JEAN E. HURLEY, New York, March 10, 1981

Copyright 2001 The Editor & Publisher Co.

Editor and Publisher Magazine

January 1, 2001

SECTION: MARKETING AND SALES; Pg.26

LENGTH: 425 words

BYLINE: Ellen Liburt

BODY: **TURNSTILE AD SPIN: HEY, GIVE IT A WHIRL**

Entry Media counts almost 20 newspapers among its clients

To everything there is a season (turn, turn, turn) ... and a time for every purpose (turn, turn, turn) -- and that includes **advertising**, judging by **Turnstile** AdSleeve Armcovers, a "revolutionary" branding tool nearly 20 newspapers have worked into their imaging strategies at entertainment arenas nationwide.

Martin Hering, president of Entry Media Inc. in Winter Park, Fla., was waiting to meet a friend at the entrance of an Orlando Magic

basketball game in 1992 when he noticed that most people glance down at turnstiles before passing through, inspiring his idea for the patented, plastic tubes that fit over turnstile arms, displaying a sponsor's color ads. Explaining that sponsors use AdSleeves to "tie in" with the enthusiasm sports fans feel when they watch their teams play, Hering, 40, said a market study he commissioned showed fans remember these ads up to 1,500% more than other forms of arena advertising. AdSleeves are in use at almost 100 U.S. venues. Entry Media receives fees based on attendance.

Manager of Special Events Glenn Drosendahl at the Seattle Post-Intelligencer said that securing the scoreboard and turnstiles at the Mariners' Safeco Field has given the P-I "pretty much blanket coverage of the whole baseball experience for people in Seattle."

"When we saw the turnstiles, we thought it was fabulous reinforcement of the newspaper itself because it looks like a rolled newspaper," said Consumer Marketing Manager Nancy Long of the St. Louis Post-Dispatch, which uses them at the Rams' TWA Dome, Savis Center, the Cardinals' Busch Stadium, and Six Flags amusement park. Long said she appreciates the "added value" of advertising at sports venues that host other events.

Promotion Director Gari Brindle said the primary reason The Philadelphia Inquirer, Daily News, and philly.com (which are promoted at the 76ers' First Union Center and the Flyers' First Union Spectrum) use **turnstiles** is "to reach readers -- and readers are **advertisers**. The people who read us are also deciding to purchase advertising with us."

Andrew Rothstein, manager of marketing promotions for New York's Newsday, noted that the AdSleeves -- used as part of a "tiered approach" at Nassau Coliseum, Long Island Ducks EAB Park, and Hofstra (University) Arena -- offer a bonus when games are televised because the establishing shot is usually of fans entering a venue through turnstiles, so "we've gotten good play from that."

LOAD-DATE: January 8, 2001

DATE: JULY 24, 2002

CLIENT: STRIMBU  
LIBRARY: NEWS  
FILE: ARCNEWS

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DATE BEF 1994 AND (TURNSTILE OR TURN STILE) W/10 ADVERTIS!

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(Assuming a large group of Texans could be called such a thing.)

McCrary has a found an emerging, able-to-allocate-ad-dollars audience among marketers seeking product exposure and trial in venues ranging from rock concerts and sporting events to major trade conventions. Anyplace your basic six-figures crowd gathers. With a fleet of 20 promotional vehicles (PVs), McCrary also can satisfy marketers looking for promotional help with small, targeted groups gathered at the grocery store, church, school or mall.

It's not that McCrary's 5-year-old, Addison, Texas-based company (1991 revenues: \$3 million) hasn't had to deal with resistance in the marketplace -- some of it from the internal politics over which marketing budgets to draw down. (Clients, for the uninitiated, have had some terrific tug-of-wars to protect their own budgets and turf.)

And some resistance, naturally, has to do with unfamiliarity with the product. "It's a common reflex in the ad community to assume that anything new and non-traditional is a risky buy. The real truth is that traditional media is a

risky buy," McCrary says, pointing to clutter, market fragmentation, imprecise measurement, escalating cost and lack of control.

"My premise is simple. Advertising dollars spent on traditional media are not as effective as ad dollars spent on well-placed, well-designed non-traditional media," he maintains. "In my opinion, the smart, advertiser of the 1990s will be the one who realizes that an evenly divided basket of traditional and non-traditional media is much better than a basket of traditional media only."

McCrary, an East Texas (Winnsboro) native and TCU graduate, got his first exposure to advertising in the early 1980s, working in billboard space sales for Texas Advertising in Arlington. He learned the three keys to the billboard business -- location, location, location -- and discovered his own secret formula for success: lease the darn thing before you build it.

McCrary later formed his own billboard company, Venture Outdoor Advertising, which owned roughly 70 boards, principally on the periphery of the Dallas-Fort Worth metropolitan area when he sold out to Whiteco. He plowed the proceeds into Motion Graphics.

The billboard experience convinced McCrary of the potential in outdoor marketing. He began drafting plans for the prototype of his promotional vehicle -- one that would give advertisers the flexibility to appear in one location one day, another the next. One that could target an advertiser's customers -- be they at the beach or the gym. One that would allow advertisers to conduct product sampling or couponing at the point-of-sale.

"With our unique fleet of trucks, we are a tactical marketing tool that provides mobile advertising and mobile promotional services," says McCrary. "Marketers want advertising and promotion to work synergistically. That is the concept of what I did."

Calling Mark McCrary a man in motion may suffice for now. But as his fleet of PVs expands, as Big Mo rolls and as media buyers become familiar with Event TV -- we may have to call him something else.

Maybe big wheel.

March 16, 1981, Monday, Late City Final Edition

SECTION: Section A; Page 22, Column 4; Editorial Desk

LENGTH: 432 words

HEADLINE: TO RESUSCITATE THE SUBWAYS

BODY:

To the Editor:

A prediction: with another fare increase, subway ridership will go down. It happens every time. Fewer riders pay higher fares for less service, more businesses suffer, more New Yorkers abandon their city and an ever greater strain is placed on slow surface traffic.

In order to keep and attract customers, the subways need desperately to be made safer, cleaner and more efficient. It can be done.

Start by recycling existing resources:

- \* Release the legion of token sellers from their nonproductive paperwork by instituting exact-fare rides. Assign them instead to teams headed by a station master.

- \* That station master would be responsible for deploying his/her team to best advantage, e.g., assisting passengers, seeing that laws are obeyed, reprimanding unruly children and doing preventive maintenance and housekeeping chores.

- \* To eliminate much of the filth on platforms, on tracks and in cars, prohibit smoking, eating and drinking beyond turnstiles.

- \* Install benches on both sides of the turnstiles to encourage people to wait for trains in safe, comfortable and well-lit areas. This is particularly applicable to the IND line, where service is spotty and stations are cavernous.

- \* Post maps and other information at **turnstiles**. **Advertisers** could vie for space on boards displaying a clock, schedules and directional guides.

- \* Convert a station's main token booth into a mini-communications center, where the station master on duty could keep track of train delays and post such information. Schedules at turnstiles would allow people to time their travels and avoid long waits on often scary, cold, benchless platforms.

- \* Solicit the cooperation of business. Staggered working hours relieve rush-hour congestion. Attractive advertising space for local merchants, galleries, theaters and restaurants could help pay for station upkeep. (In residential areas, provide bulletin boards where residents could post notices for music lessons, baby sitting, community meetings, etc.)

- \* Teams at best-run, most innovative stations would receive wellpublicized accolades from the Mayor (they could even be feted by local merchants) and earn extra time-off credits.

The trains themselves are a whole other story. Surely there's no excuse for grime-coated trains leaving their barns with broken lights and without proper destination signs. Fancy, overly automated, easily broken equipment has proved extravagant and wasteful. Those responsible for purchasing new equipment should remember that very often less is more.

JEAN E. HURLEY, New York, March 10, 1981



Copyright 2001 The Editor & Publisher Co.

Editor and Publisher Magazine

January 1, 2001

SECTION: MARKETING AND SALES; Pg.26

LENGTH: 425 words

BYLINE: Ellen Liburt

BODY: TURNSTILE AD SPIN: HEY, GIVE IT A WHIRL

Entry Media counts almost 20 newspapers among its clients

To everything there is a season (turn, turn, turn) ... and a time for every purpose (turn, turn, turn) -- and that includes **advertising**, judging by **Turnstile** AdSleeve Armcovers, a "revolutionary" branding tool nearly 20 newspapers have worked into their imaging strategies at entertainment arenas nationwide.

Martin Hering, president of Entry Media Inc. in Winter Park, Fla., was waiting to meet a friend at the entrance of an Orlando Magic

basketball game in 1992 when he noticed that most people glance down at turnstiles before passing through, inspiring his idea for the patented, plastic tubes that fit over turnstile arms, displaying a sponsor's color ads. Explaining that sponsors use AdSleeves to "tie in" with the enthusiasm sports fans feel when they watch their teams play, Hering, 40, said a market study he commissioned showed fans remember these ads up to 1,500% more than other forms of arena advertising. AdSleeves are in use at almost 100 U.S. venues. Entry Media receives fees based on attendance.

Manager of Special Events Glenn Drosendahl at the Seattle Post-Intelligencer said that securing the scoreboard and turnstiles at the Mariners' Safeco Field has given the P-I "pretty much blanket coverage of the whole baseball experience for people in Seattle."

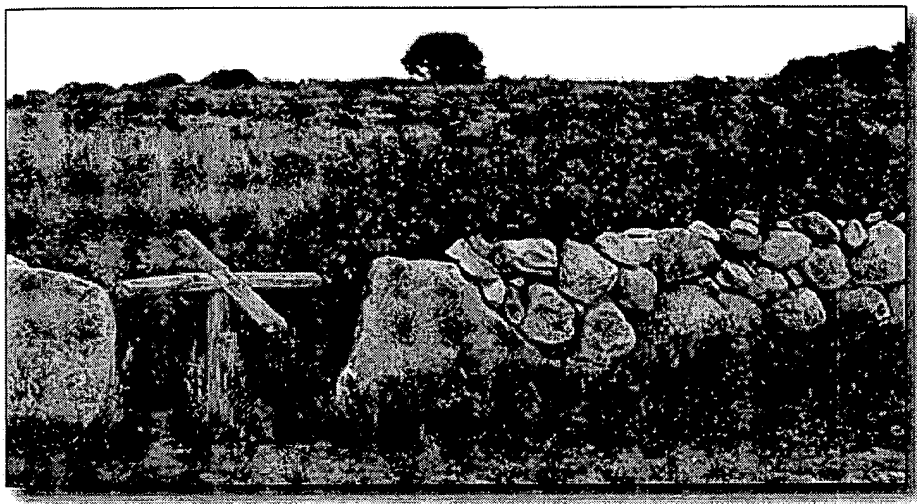
"When we saw the turnstiles, we thought it was fabulous reinforcement of the newspaper itself because it looks like a rolled newspaper," said Consumer Marketing Manager Nancy Long of the St. Louis Post-Dispatch, which uses them at the Rams' TWA Dome, Savis Center, the Cardinals' Busch Stadium, and Six Flags amusement park. Long said she appreciates the "added value" of advertising at sports venues that host other events.

Promotion Director Gari Brindle said the primary reason The Philadelphia Inquirer, Daily News, and philly.com (which are promoted at the 76ers' First Union Center and the Flyers' First Union Spectrum) use **turnstiles** is "to reach readers -- and readers are **advertisers**. The people who read us are also deciding to purchase advertising with us."

Andrew Rothstein, manager of marketing promotions for New York's Newsday, noted that the AdSleeves -- used as part of a "tiered approach" at Nassau Coliseum, Long Island Ducks EAB Park, and Hofstra (University) Arena -- offer a bonus when games are televised because the establishing shot is usually of fans entering a venue through turnstiles, so "we've gotten good play from that."

LOAD-DATE: January 8, 2001

## Turnstile History



Block Island, RI

The origins of the **TURNSTILE** date back to first millennium England.

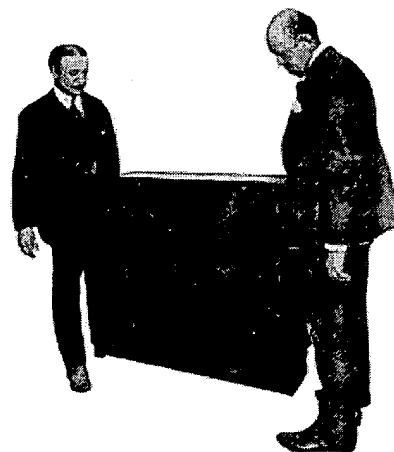
The first turnstile maker was probably a farmer. Our farmer would have had cattle and crops and he would have fenced off the border between his crops and live stock with a rock wall.

In order to make going from his crops area to his livestock area easier, while keeping his cattle away from his crops, he would have built a stone **STILE** in his wall. The stone **STILE** probably consisted of two steps up, a short platform and two steps down.

At some point, our farmer would have grown tired of trudging up and down the steps of his **STILE**. One day, our enterprising farmer decided to plunge a post into the ground and mount a cross of wood on top of the post. He would have used a spike to keep the cross on the post and the cross would have rotated about the spike like the propeller of an airplane. Hence the **TURNSTILE**.

Today if you ask someone what a turnstile is, they will think of a housing with a revolving head mounted to it like a three-legged milk-stool on its side. This is, in fact, the very concept developed by John Perey and Conrad Trubenbach in approximately 1928.

Today, turnstiles are as much mechanical devices as electronic. The turnstile has evolved from a simple counting device to a device that can, for example, count, scan a ticket, communicate via radio with a database management system to validate a ticket and be unlocked, all within milliseconds and all powered by battery.



While Perey Turnstiles, Inc., manufactures Optical Stiles (with no arms at all), Drop Arm Stiles (one long arm), Roto-Gates (7' tall turnstiles) and gates, there is still only one absolutely reliable way to insure ONE entry per ticket or I.D. card and ONE count per person - That is the venerable turnstile.

We owe a debt to Mr. John Perey and Mr. Conrad Trubenbach who began the modern age of the turnstile and, if you think about it, may have touched more people with their invention than any other people on earth.

[HOME](#) | [HISTORY](#) | [PRODUCTS](#) | [NEWS](#) | [CONTACT](#) | [SITEMAP](#)

## **PEREY TURNSTILES, INC.**

291 Pepe's Farm Rd., Milford, CT 06460. USA 203-301-0885, Fax: 203-301-0890

[E-Mail Us](#) © Perey Turnstiles, Inc. All rights reserved. [PRIVACY STATEMENT](#).

**5/3,K/1 (Item 1 from file: 710)**  
 DIALOG(R)File 710:Times/Sun.Times(London)  
 (c) 2002 Times Newspapers. All rts. reserv.

05059100

**CHAOTIC SCENES AS GATES ARE SHUT FOOTBALL**  
 Times of London (TL) - Tuesday, JanUary 24, 1989  
 By: Ian Ross  
 Word Count: 224

TEXT:

... several thousand more would- be spectators were drifting disconsolately homewards. L They had been denied \*ad\* mission after the \*turnstiles\* at Old Trafford had been pre maturely shut because of "safety reasons". In an un...

**5/3,K/2 (Item 1 from file: 711)**  
 DIALOG(R)File 711:Independent(London)  
 (c) 2002 Newspaper Publ. PLC. All rts. reserv.

11004098

**DEMISE OF THE DOME: 'WHAT AM I BID FOR 15,000 CIRCUS COSTUMES, 27 ENTRANCE TURNSTILES AND ONE LARGE REPLICA MOUSE?'**  
 Independent (IN) - Thursday, January 4, 2001  
 By: Marie Woolf  
 Edition: FOREIGN Section: News Page: 9  
 Word Count: 955

... glass fronted and stainless steel lifts, 17 escalators and travelators, 140 CCTV cameras, 27 entrance \*turnstiles\*, barriers, fencing and handrails

Portable buildings and \*signs\* : Various relocatable buildings, 200 pedestrian walkway canopies, street furniture, retail kiosks and information signs.

Restaurant...

**5/3,K/3 (Item 2 from file: 711)**  
 DIALOG(R)File 711:Independent(London)  
 (c) 2002 Newspaper Publ. PLC. All rts. reserv.

07147026

**Football: Millwall pay a tender farewell to the Den**  
 Independent (IN) - Thursday, May 27, 1993  
 By: OWEN SLOT  
 Edition: 3 Section: Sport Page Page: 38  
 Word Count: 426

TEXT:

... 4 June, the successful tenderers will be notified and 11 sets of Millwall gates, 37 \*turnstiles\* and 53 Millwall \*signs\* will disappear into various homes and gardens around South London. The turnstiles are expected to...

**5/3,K/4 (Item 1 from file: 712)**  
 DIALOG(R)File 712:Palm Beach Post  
 (c) 2002 Palm Beach Newspapers Inc. All rts. reserv.

06617175

**48 HOURS IN NEW YORK**

Palm Beach Post (PB) - SUNDAY April 26, 1992  
 By: CHERYL BLACKERBY, Palm Beach Post Travel Editor  
 Edition: FINAL Section: TRAVEL Page: 1G  
 Word Count: 1,623

...escalator down to the subway. Buy a token for \$1.25, put it in the \*turnstile\* and follow the \*signs\* to the No. 1 and No. 9 trains that go to Times Square. This is...

**5/3,K/5 (Item 1 from file: 713)**

DIALOG(R)File 713:Atlanta J/Const.  
 (c) 2002 Atlanta Newspapers. All rts. reserv.

06568157

**1990 DISABILITIES ACT MAKING LIFE ACCESSIBLE**

Atlanta Constitution (AC) - Sunday March 8, 1992  
 By: Cynthia Durcanin STAFF WRITER  
 Section: LOCAL NEWS Page: D/1  
 Word Count: 1,712

**CAPTION:**

... Barrier removal; interpreters; Braille availability; audio recordings; lower shelves and telephones; "talking" calculators; large-letter \*signs\*; alternative path to \*turnstile\* entrances; paper and pencils at sales counters; Telecommunications Devices for the Deaf (TDDs); doors and...

**5/3,K/6 (Item 2 from file: 713)**

DIALOG(R)File 713:Atlanta J/Const.  
 (c) 2002 Atlanta Newspapers. All rts. reserv.

06324109

**BUSINESS REPORT: ON MEDIA & ADVERTISING DELTA SPEAKS MANY TONGUES**

Atlanta Constitution (AC) - Tuesday November 19, 1991  
 By: Melissa Turner STAFF WRITER  
 Section: BUSINESS Page: C/2  
 Word Count: 643

... entertainment and leisure magazine, will cease publication with the November issue. New York-based owner \*Turnstile\* Publishing cites weak \*advertising\* because of the recession. . . . The Morrison Agency of Atlanta will handle advertising for Atlanta-based...

**5/3,K/7 (Item 1 from file: 716)**

DIALOG(R)File 716:Daily News Of L.A.  
 (c) 2002 Daily News of Los Angeles. All rts. reserv.

06820134

**FRANCE'S SMOKING CULTURE SUFFERING WITH RESTRICTIONS**

Daily News of Los Angeles (LA) - SUNDAY November 15, 1992  
 By: Susan Benesch St. Petersburg Times  
 Edition: BULLDOG Section: U.S./WORLD Page: U1  
 Word Count: 1,175

**TEXT:**

...sound like "Star Trek": "You are entering into a non-smoking space."

Another set of \*signs\* at the Metro ticket \*turnstiles\* plead: "Train yourself not to smoke beyond this point."

**5/3,K/8 (Item 1 from file: 717)**

DIALOG(R)File 717:The Washington Times  
(c) 2002 Washington Times. All rts. reserv.

10724029

Washington Times (WT) - Friday, August 11, 2000  
Edition: Final Section: CULTURE, ET CETERA Page: A2  
Word Count: 680

...is the name of the last book of the New Testament. A Second Coming TV  
\*ad\* campaign features a \*turnstile\* clicking sinisterly to 666, which is a  
Christian symbol for both Satanic evil and an...

**5/3,K/9 (Item 1 from file: 718)**

DIALOG(R)File 718:Pittsburgh Post-Gazette  
(c) 2002 PG Publishing. All rts. reserv.

11236055

**COMPANIES SEEK BIG IMPACT WITH AD BLITZ TECHNOLOGY KEY TO EXPANSION OF  
MARKETING OPPORTUNITIES**

Pittsburgh Post-Gazette (PT) - Friday, August 24, 2001  
By: TERESA F. LINDEMAN, POST-GAZETTE STAFF WRITER  
Edition: REGION Section: SPORTS Page: A-5  
Word Count: 1,685

...concourse.

Marketing staffs can get pretty creative. At PNC Park, green-and-white  
Post-Gazette \*sleeves\* fit over the \*turnstile\* bars and yellow Duquesne  
Light labels perch atop the foul poles. Coca-Cola has agreed...

**5/3,K/10 (Item 1 from file: 722)**

DIALOG(R)File 722:Cincinnati/Kentucky Post  
(c) 2002 The Cincinnati Post. All rts. reserv.

05825095

**TANK RIDERS WAKE UP TO A FRESH FACE**

KENTUCKY POST (KP) - TUESDAY NOVEMBER 20, 1990  
By: SACHA DEVROOMEN AND PEGGY KREIMER, KENTUCKY POST STAFF REPORTERS  
Edition: KENTUCKY Section: NEWS Page: 1K  
Word Count: 596

...cost about \$9,000. Workers painted the walls beige and white. They added  
lighting. New \*signs\* direct riders to the correct bus. \*Turnstiles\* at the  
entrance and exit of the terminal are gone because people in wheelchairs  
had...

**5/3,K/11 (Item 1 from file: 725)**

DIALOG(R)File 725:(Cleveland)Plain Dealer  
(c) 2000 The Plain Dealer. All rts. reserv.

07215222

**'INSTANT WIN' TO BE CUT BACK**

Plain Dealer (Cleveland) (PD) - Tuesday, August 3, 1993  
By: BOB ROBERTS PLAIN DEALER REPORTER  
Edition: FINAL / ALL Section: SPORTS Page: 7E  
Word Count: 228

...Instant Win" game, which has been heavily promoted by Thistledown in its

print and television \*advertising\* campaigns, hasn't swelled the track's \*turnstile\* count.

The daily average attendance at the 53-day Thistle-at-Thistledown Meeting that concluded...

**5/3,K/12 (Item 2 from file: 725)**  
 DIALOG(R)File 725:(Cleveland)Plain Dealer  
 (c) 2000 The Plain Dealer. All rts. reserv.

06344185

**WAGERING DROPS AT THISTLEDOWN**

Plain Dealer (Cleveland) (PD) - Tuesday, December 10, 1991

By: BOB ROBERTS PLAIN DEALER REPORTER

Edition: FINAL / ALL Section: SPORTS Page: 6F

Word Count: 518

...a gain was the 1989 Thistle-at-Thistle session.

There was a late-season positive \*sign\* at the \*turnstile\*. Attendance gained at the season-ending Cranwood Meeting by 1.5% on an average of...

**5/3,K/13 (Item 1 from file: 727)**  
 DIALOG(R)File 727:Canadian Newspapers  
 (c) 2002 Southam Inc. All rts. reserv.

07671997 (USE FORMAT 7 FOR FULLTEXT)

**SkyTrain stations, bus ceilings considered for ad campaigns: TransLink weighs the financial benefits and public reaction to ads throughout transit.**

Nicole Bailey

Vancouver Sun, FINAL ED, P A5

July 17, 2000

DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

SECTION HEADING: News

Word Count: 443

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...splashing the ceilings of buses and entire SkyTrain stations with commercial advertising.

The proposed product \*advertising\* trials would see stairs, \*turnstiles\*, electronic displays, Michaelangelos (ceiling displays) and even themed stations added to the roster of spaces...

**5/3,K/14 (Item 2 from file: 727)**  
 DIALOG(R)File 727:Canadian Newspapers  
 (c) 2002 Southam Inc. All rts. reserv.

03724683 (USE FORMAT 7 FOR FULLTEXT)

**Wirtz sells Cup banner**

Bob McKenzie

Halifax Daily News, P 57

October 20, 1994

DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

SECTION HEADING: Sports

Word Count: 468

...Dollar Bill sold it for \$15,500, along with other Stadium fixtures, including a washroom \*sign\* (\$600), a \*turnstile\* (\$2,000) and a plain black and red garbage can (\$500).

JET TRAILS: Winnipeg captain...

**5/3,K/15 (Item 3 from file: 727)**  
DIALOG(R)File 727:Canadian Newspapers  
(c) 2002 Southam Inc. All rts. reserv.

02149462 (USE FORMAT 7 FOR FULLTEXT)

**Acclaimed ballerina dances into Shaw spotlight**

By Jamie Portman

Kitchener-Waterloo Record, Final ED, P C3

May 14, 1992

DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

SECTION HEADING: Entertainment

Word Count: 789

...helluva town" and never lets up.

At a Manhattan subway station, the sailors spot an \*advertisement\* for a "Miss \*Turnstiles\*" - symbol of the glories of mass transit - whose real name is Ivy Smith. One of...

**5/3,K/16 (Item 4 from file: 727)**  
DIALOG(R)File 727:Canadian Newspapers  
(c) 2002 Southam Inc. All rts. reserv.

02022282 (USE FORMAT 7 FOR FULLTEXT)

**Ballet legend back on the boards -- in musical comedy Veronica Tennant says she's never come across a character like the one she plays in Shaw Festival production**

JAMIE PORTMAN Southam News

Edmonton Journal, Final ED, P D2

May 17, 1992

DOCUMENT TYPE: STORY; NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE:

FULLTEXT SECTION HEADING: Entertainment

Word Count: 804

...helluva town and never lets up.

At a Manhattan subway station, the sailors spot an \*advertisement\* for a "Miss \*Turnstiles\*" - symbol of the glories of mass transit - whose real name is Ivy Smith. One of...

**5/3,K/17 (Item 5 from file: 727)**  
DIALOG(R)File 727:Canadian Newspapers  
(c) 2002 Southam Inc. All rts. reserv.

01878710 (USE FORMAT 7 FOR FULLTEXT)

**Back on her toes: Prima ballerina stars in musical**

Ottawa Citizen, Final ED, P C5

May 26, 1992

DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

SECTION HEADING: Arts/entertainment

Word Count: 605

...helluva town and never lets up.



At a Manhattan subway station, the sailors spot an \*advertisement\* for a ''Miss \*Turnstiles\*'' -- symbol of the glories of mass transit -- whose real name is Ivy Smith. One of...

5/3,K/18 (Item 6 from file: 727)  
DIALOG(R)File 727:Canadian Newspapers  
(c) 2002 Southam Inc. All rts. reserv.

01665196 (USE FORMAT 7 FOR FULLTEXT)  
**48 hours in NEW YORK CITY On your first visit to the Big Apple, it's crucial that you hit the high notes with as few hassles as possible.**  
CHERYL BLACKERBY  
Montreal Gazette, Final ED, P J1/BREAK  
June 20, 1992  
DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
SECTION HEADING: Travel  
Word Count: 1384

...escalator down to the subway. Buy a token for \$1.25, put it in the \*turnstile\* and follow the \*signs\* to the No. 1 and No. 9 trains that go to Times Square.

This is...

5/3,K/19 (Item 7 from file: 727)  
DIALOG(R)File 727:Canadian Newspapers  
(c) 2002 Southam Inc. All rts. reserv.

00020449 (USE FORMAT 7 FOR FULLTEXT)  
**Lions must up ante to sign Major Harris**  
CP  
Calgary Herald, Final ED, P D4  
May 12, 1990  
DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
SECTION HEADING: Sports  
Word Count: 302

...manager) team than a Terrance Jones would, not only in the standings, but at the \*turnstiles\*."

"He (Kapp) said he wants to \*sign\* by Tuesday," said Duvernay.

Harris, who threw for 5,137 yards and 41 touchdowns and...

5/3,K/20 (Item 1 from file: 734)  
DIALOG(R)File 734:Dayton Daily News  
(c) 2002 Dayton Daily News. All rts. reserv.

06694098  
**YOU'LL TAKE MANHATTAN A GOOD-TIME BEGINNERS GUIDE TO THAT FIRST WEEKEND IN THE BIG APPLE**  
Dayton Daily News (DA) - SUNDAY July 12, 1992  
By: Cheryl Blackerby COX NEWS SERVICE  
Edition: CITY Section: LIFESTYLE Page: 9C  
Word Count: 1,028

...escalator down to the subway. Buy a token for \$1.25, put it in the \*turnstile\* and follow the \*signs\* to the No. 1 and No. 9 trains that go to Times Square. Get off...

**5/3,K/21 (Item 1 from file: 735)**  
 DIALOG(R)File 735:St. Petersburg Times  
 (c) 2000 St. Petersburg Times. All rts. reserv.

07631014

**NO SPECIAL TREATMENT - BUT STILL A SPECIAL PLAYER**  
 St. Petersburg Times (PE) - TUESDAY May 10, 1994  
 By: MARC TOPKIN  
 Edition: EARLY TAMPA Section: SPORTS Page: 1C  
 Word Count: 1,020

... have been cap night, and it may have been the first night of  
 "revolutionary new \*advertising\* signage" - ads on \*sleeves\* for the  
 \*turnstile\* arms - but Jordan was the star.

Charles Long, 18, and a buddy skipped school in...

**5/3,K/22 (Item 2 from file: 735)**  
 DIALOG(R)File 735:St. Petersburg Times  
 (c) 2000 St. Petersburg Times. All rts. reserv.

07631005

**NO SPECIAL TREATMENT - BUT STILL A SPECIAL PLAYER**  
 St. Petersburg Times (PE) - TUESDAY May 10, 1994  
 By: MARC TOPKIN  
 Edition: CITY Section: SPORTS Page: 1C  
 Word Count: 1,059

... an Orlando Cubs home game, free cap night, and even the debut of  
 "revolutionary new \*advertising\* signage" - ads on \*sleeves\* for the  
 \*turnstile\* arms - but Jordan was the star.

Kids who skipped school were lined up at 1...

**5/3,K/23 (Item 3 from file: 735)**  
 DIALOG(R)File 735:St. Petersburg Times  
 (c) 2000 St. Petersburg Times. All rts. reserv.

06814157

**FEW FRENCH HEED NO-SMOKING LAW**  
 St. Petersburg Times (PE) - MONDAY November 9, 1992  
 By: SUSAN BENESCH  
 Edition: CITY Section: NATIONAL Page: 1A  
 Word Count: 1,176

TEXT:

...sound like Star Trek: "You are entering into a non-smoking space."

Another set of \*signs\* at the Metro ticket \*turnstiles\* plead: "Train  
 yourself not to smoke beyond this point."...

**5/3,K/24 (Item 1 from file: 736)**  
 DIALOG(R)File 736:Seattle Post-Int.  
 (c) 2002 Seattle Post-Intelligencer. All rts. reserv.

06662009

**A GRAND SLAM FOR SEATTLE M'S**  
 SEATTLE POST-INTELLIGENCER (SP) - WEDNESDAY June 10, 1992

Edition: FINAL Section: Editorial Page: A8  
Word Count: 426

...years to come. Now, it is up to fans to support the team at the \*turnstiles\* and the business community to generate the \*advertising\* dollars necessary to guarantee adequate television and radio broadcast revenues.

It also is time for...

5/3,K/25 (Item 1 from file: 738)  
DIALOG(R)File 738:(Allentown) The Morning Call  
(c) 2002 Morning Call. All rts. reserv.

06279077

**OBSERVATIONS FROM THE TOP OF THE WORLD**

Morning Call (Allentown, PA) (MC) - SUNDAY October 6, 1991  
By: RANDY KRAFT, The Morning Call  
Edition: THIRD Section: TRAVEL Page: F01  
Word Count: 2,320

...their ears "pop" on the way up.

Visitors switch elevators on 80, going though a \*turnstile\* beneath a red neon \*sign\* that welcomes them to New York. From there, the elevator ride to 86 takes about...

5/3,K/26 (Item 1 from file: 739)  
DIALOG(R)File 739:The Fresno Bee  
(c) 2002 The Fresno Bee. All rts. reserv.

06285059

**NO \*SIGN\* OF RECESSION AT YOSEMITE \*TURNSTILES\* \* TOURISM-RELATED  
BUSINESSES IN COMMUNITIES SURROUNDING YOSEMITE HAVE REAPED THE FINANCIAL  
BENEFITS.**

Fresno Bee (FB) - FRIDAY October 11, 1991  
By: Gene Rose The Fresno Bee  
Edition: HOME Section: METRO Page: B2  
Word Count: 474

**NO \*SIGN\* OF RECESSION AT YOSEMITE \*TURNSTILES\* \* TOURISM-RELATED  
BUSINESSES IN COMMUNITIES SURROUNDING YOSEMITE HAVE REAPED THE FINANCIAL  
BENEFITS.**

5/3,K/27 (Item 2 from file: 739)  
DIALOG(R)File 739:The Fresno Bee  
(c) 2002 The Fresno Bee. All rts. reserv.

05535416

**NOT BOWLED OVER**

Fresno Bee (FB) - MONDAY August 27, 1990  
By: BOB MCCARTHY  
Edition: HOME Section: SPORTS Page: E1  
Word Count: 957

... Begins . . . '' trumpeted the advertisement in the Los Angeles Times, a charitable game sponsor. From a \*turnstile\* standpoint, they'd better hope not.

The \*ad\* also proclaimed it was "'No. 1'" Colorado vs. "'No. 2'" Tennessee -- based on a prediction...

**5/3,K/28 (Item 1 from file: 740)**  
 DIALOG(R)File 740:(Memphis)Comm.Appeal  
 (c) 2002 The Commercial Appeal. All rts. reserv.

07052009

**UPSTART AUCTIONEER LOOMS BIG IN MIDWEST**  
 COMMERCIAL APPEAL (Memphis) (CA) - SUNDAY, February 21, 1993  
 By: Mary George Beggs The Commercial Appeal  
 Edition: Final Section: Image Page: F1  
 Word Count: 748

...Park, the Chicago ballpark that was torn down.

'People bought things like a crummy green \*turnstile\* for \$2,000 and 'in' and 'out' \*signs\* for \$1,200. I think they ended up in basements.'...

**5/3,K/29 (Item 1 from file: 743)**  
 DIALOG(R)File 743:(New Jersey)The Record  
 (c) 2002 No.Jersey Media G Inc. All rts. reserv.

07856117

**KIDS LOVE NYAN ECLECTIC LIST OF FAMILY DOINGS IN THE CITY**  
 Record (Northern New Jersey) (RE) - THURSDAY, December 22, 1994  
 By: BARBARA BARKER  
 Edition: All Editions Section: LIFESTYLE Page: d01  
 Word Count: 2,019

... the subway system over the years. Exhibits include a subway car from 1903, old tokens, \*advertisements\*, and \*turnstiles\*. There's also a scale model of the entire subway system - all 460 stops.

Also...

**5/3,K/30 (Item 2 from file: 743)**  
 DIALOG(R)File 743:(New Jersey)The Record  
 (c) 2002 No.Jersey Media G Inc. All rts. reserv.

05266074

**AS POPULAR AS ANTS AT A PICNIC**  
 Record (Northern New Jersey) (RE) - MONDAY September 18, 1989  
 Edition: All Editions Section: OPINION Page: b10  
 Word Count: 449

The modified \*turnstiles\* are marked with a red \*sign\* showing a hand holding a \$1 coin. There are seven in World Trade Center, one...

**5/3,K/31 (Item 3 from file: 743)**  
 DIALOG(R)File 743:(New Jersey)The Record  
 (c) 2002 No.Jersey Media G Inc. All rts. reserv.

05258200

**A USE FOR THE ANTHONY DOLLAR SOME PATH TURNSTILES TO TAKE NEGLECTED COINS**  
 Record (Northern New Jersey) (RE) - SUNDAY September 10, 1989  
 By: Eugene Kiely, Record Staff Writer  
 Edition: All Editions Section: NEWS Page: a03

Word Count: 318

... the program Aug. 31, modifying 11 turnstiles to accept Susan B. Anthony coins. The modified \*turnstiles\* are marked with a red \*sign\* that shows a hand holding a \$1 coin. There are seven such machines at the...  
?

show files;ds

File 710:Times/Sun.Times(London) Jun 1988-2002/Jul 24  
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File 711:Independent(London) Sep 1988-2002/Jul 24  
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File 712:Palm Beach Post 1989-2002/Jul 07  
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File 714:(Baltimore) The Sun 1990-2002/Jul 21  
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File 716:Daily News Of L.A. 1989-2002/Jul 23  
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File 718:Pittsburgh Post-Gazette Jun 1990-2002/Jul 24  
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File 719:(Albany) The Times Union Mar 1986-2002/Jul 22  
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File 720:(Columbia) The State Dec 1987-2002/Jul 23  
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File 724:(Minneapolis)Star Tribune 1989-1996/Feb 04  
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File 725:(Cleveland)Plain Dealer Aug 1991-2000/Dec 13  
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(c) 2000 San Francisco Examiner

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(c) 2002 Seattle Post-Intelligencer

File 738:(Allentown) The Morning Call 1990-2002/Jul 23  
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(c) 2002 The Fresno Bee

File 740:(Memphis)Comm.Appeal 1990-2002/Jul 23  
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File 742:(Madison)Cap.Tim/Wi.St.J 1990-2002/Jul 23  
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File 743:(New Jersey)The Record 1989-2002/Jul 23  
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File 757:Mirror Publications/Independent Newspapers 2000-2002/Jul 24  
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(c) 2002 Freedonia Group Inc.

\$78.20 Estimated total session cost 28.244 DialUnits

\$197.39 Estimated total session cost 28.807 DialUnits

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File 198:Health Devices Alerts(R) 1977-2002/Jul W3  
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File 240:PAPERCHEM 1967-2002/Jun W5  
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File 275:Gale Group Computer DB(TM) 1983-2002/Jul 24  
(c) 2002 The Gale Group

File 279:CLAIMS(Ontap)  
(c) 1995 IFI/CLAIMS(r) Patent Services

File 315:ChemEng & Biotec Abs 1970-2002/Jan  
(c) 2002 DECHEMA

File 340:CLAIMS(R)/US Patent 1950-02/Jul 23

File 765:Frost & Sullivan 1992-1999/Apr

(c) 1999 Frost & Sullivan Inc.

File 766:(R)Kalorama Info Market Res. 1993-2000/Aug

(c) 2000 Kalorama Info Inc

Set	Items	Description
S1	88	(TURNSTILE? OR TURN()STILE?) (7N) (AD OR ADVERTI? OR LOG OR - LOGOS OR SIGN? ? OR PRODUCT(2N)ANNOUC? OR SLEEVE? ?)
S2	84	RD (unique items)
S3	57	S2/1995:2002
S4	31	S1 NOT S3
S5	31	S4 NOT ADSLEEVE?
?		